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ABSTRACT

Research presented in this report focuses on data obtained through the 1982 and 1985 "Survey of Public Participation in the Arts" and relates to musical theater, operetta, and opera attendance. The objectives of this study were to focus on those findings which might help opera or musical theater organizations attract and understand attendees and to present the findings in an accessible and useful format. Data are presented in categories representing attendance, attendees' backgrounds, arts participation, and attendees' lifestyles. Compiled data on musical theater, operetta, and opera attendees are examined according to those who reported attending in the most recent year studied: (1) a musical stage play, operetta, or opera; (2) a performing arts activity that was not a musical stage play, operetta, or opera; (3) a musical stage play, operetta, or opera both in live performances and through radio, television, or recordings; and (4) other forms of arts activities only, but listened to musical stage plays, operettas, or operas on radio, television, or recordings. Data are also examined concerning those persons who reported no attendance at a performing arts activity, an art museum, or an art gallery, and demographic factors affecting attendees and non-attendees are described. Numerous tables are included. (JHP)

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SURVEY OF PUBLIC PARTICIPATION IN THE ARTS

Musical Theater, Operetta, and Opera Attendees

April 1, 1987

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INTRODUCTION

The data examined in this volume was drawn from a larger investigation compiled in 1982 and 1985 for the National Endowment for the Arts and collectively entitled the Survey of Public Participation in the Arts. This volume largely focuses on the more current data relating to attendance at musical theater and operetta and at opera, and uses data drawn from the 1982 phase of the Survey chiefly for comparative purposes.

The comprehensive study focused on the following ten policy questions raised by the National Endowment for the Arts:

1. How large is the current audience for the arts?
2. What is the relationship between attendance at live performances and media participation?
3. Does arts participation vary with geographic region and with community type and size?
4. What is the relationship between socio-economic and demographic characteristics and arts participation?
5. What effect does family background have on arts participation?
6. Are there patterns of non-arts activities which are associated with arts activities?
7. What is the unsatisfied demand for arts activities?
8. What reasons do those who say they would like to attend arts activities more often give for not doing so?
9. How is amateur participation related to attendance?

10. How does early socialization affect later participation?

While using these ten questions as a guideline, we examined the data with two objectives in mind:

- To focus on those findings which might help opera or musical theater organizations to attract, as well as to understand, attendees
- To present these findings in an accessible, usable and technically unintimidating format

Thus, with these objectives, we built on those policy issues which suggest actionable marketing strategy while leaving as background those which have been essentially answered by the comprehensive report. In certain instances, we found that we were limited by the design of the study, and have indicated some areas where further investigation is likely to surface more specific, actionable marketing recommendations.

We elected to compare data compiled according to the following sample cells:

Musical Theater and Operetta

- Those who reported attending a musical stage play or operetta, other than a grade school or high school production, sometime during the past year.
- Those who reported attending a performing arts activity, art museum or gallery but had not attended a musical play or operetta during the past year.
- Those who reported attending a musical stage play or operetta and participating in either of these disciplines through radio, television or recordings
- Those who reported attending only other arts activities, yet participated in musical theater or operetta through radio, television or recordings

Opera

- Those who reported attending an opera sometime during the past year.
- Those who reported attending a performing arts activity, art museum or gallery but had not attended an opera during the past year.
- Those who reported attending an opera and participating in opera through radio, television or recordings
- Those who reported attending only other arts activities, yet participated in opera through radio, television or recordings

Other

- Those who reported no attendance at a performing arts activity, art museum or gallery during the past year.

In addition, Musical Theater and Operetta Attendee and Opera Attendee data was recombined according to areas of residence (urban, suburban and rural areas).

The data compiled for the N.E.A. was supplied to us on magnetic tape. The data we received had been weighted to reflect real-world proportions of respondents, and included a battery of additional demographic information. We cross-tabulated the data according to a number of key analytical variables, including arts attendance, media participation, background variables and demographic variables including gender. Copies of these tabulations are supplied to the N.E.A. with this report.

SURVEY OF PUBLIC PARTICIPATION IN THE ARTS
Musical Theater and Operetta Attendees • Opera Attendees

Musical Theater And Operetta Attendees

While the share of the U.S. population which participates in some core arts activity (jazz, classical music, opera, musicals, plays, ballet or art museums) has remained stable at 40% between the 1982 and 1985 Surveys, the share of attendance at musical theater and operettas has declined by two percentage points. Population estimates suggest that there were nearly two million fewer attendees in these disciplines in 1985 (after adjusting for population growth), a drop in audience size of roughly 6%.

In terms of absolute numbers, the population of arts attendees has grown with the population, however fewer are crossing disciplinary lines to attend musical theater or operetta. Thus, those who attend other arts activities represent an even larger pool of potential attendees for musical theater and operetta now than they did in 1982.

Musical Theater and Operetta Attendees are very likely to also attend other arts activities, particulary classical music, non-musical theater and art museums. On average, three in ten Musical Theater and Operetta Attendees have also attended one of the following at least once during the past year:

A live jazz performance
A live classical music performance
A live opera
A live performance of a non-musical stage play
A live ballet performance
An art gallery or museum

In comparison to those who attend only other arts activities, Musical Theater and Operetta Attendees are, on average, slightly more likely to attend another discipline. However, Musical Theater and Operetta Attendees are less likely to attend music events or art museums and galleries and more likely to attend plays. While overall attendance is highest in urban areas and progressively decreases among suburban and rural Musical Theater and Operetta Attendees, their patterns of arts consumption are nonetheless quite similar.

While large numbers of Musical Theater and Operetta Attendees also attend classical music, non-musical theater and art museums, it is not reliable to conclude that these other disciplines would necessarily provide the largest pools of potential Musical Theater and Operetta Attendees. Since current behavior is a sensible indicator of potential, we can look instead at the percent of attendees of each other discipline who say they attend musical theater or operetta:

Attendees of:	% Who Also Attend Musicals
Jazz	41%
Classical Music	54
Opera	[64]
Non-Musical Plays	[62]
Ballet	[64]
Art Museums	44

These attendance patterns suggest that the audiences of opera, plays and ballet are most likely to provide potential attendees of musical theater and operetta.

As with their arts attendance, the music preferences of Musical Theater and Operetta Attendees are not confined only to those disciplines. Roughly half or more express a liking for classical or chamber music, jazz, big band, rock and mood or easy listening music. This finding should not, however, be interpreted as a guide to strategic purchases of radio air time for advertising--as with inter-disciplinary attendance recognize that while 49% of Musical Theater and Operetta Attendees like to listen to rock music, the percentage of rock music listeners who like to listen to musical theater or operetta might be very different.

Opera Attendees

As with musical theater and operetta, the number of people who say they attend opera has declined between 1982 and 1985. The number of Opera Attendees has decreased by four tenths of a percent, and population estimates suggest that this amounts to roughly 500,000 fewer Opera Attendees after adjusting for population growth, a drop in audience size of about 10%.

Thus, opera is in somewhat the same position as musical theater and operetta--the number of arts attendees has grown with the population but fewer are attending opera, creating a larger pool of potential attendees (defined by their demonstrated interest in attending the arts generally).

Opera Attendees are more likely than other arts attendees to attend other kinds of arts activities, particularly classical music, musical theater or operetta and art museums. On average, more than five in ten Opera Attendees also attended one of the following activities at least once during the past year:

A live jazz performance
A live classical music performance
A live musical stage play or operetta
A live performance of a non-musical stage play
A live ballet performance
An art gallery or museum

In comparison to those who attend only other arts activities, Opera Attendees are, on average, about twice as likely to attend another discipline. The arts appetite of Opera Attendees exceeds that of other arts attendees across every area of residence; while suburban and rural Opera Attendees are somewhat less likely to attend other arts activities than their urban counterparts, all consume more art than other arts attendees.

Regardless of where they live, Opera Attendees are most likely to attend classical music, musical theater or operetta and art museums. Again, it is unreliable to conclude that these disciplines would necessarily provide the greatest number of potential Opera Attendees, and instead we can examine the percent of attendees of each other discipline who say they also attend opera:

Attendees of:	% Who Also Attend Opera
Jazz	9%
Classical Music	[15]
Musical Theater/Operetta	10
Non-Musical Plays	[13]
Ballet	[23]
Art Museums	10

These attendance patterns suggest that the audiences of ballet, classical music and non-musical plays are most likely to provide the greatest number of potential Opera Attendees.

As with their arts attendance, the music preferences of Opera Attendees are not confined to opera. Roughly half or more express a liking for classical or chamber music, opera, operetta or show tunes, jazz, big band and mood or easy listening music. Again, this finding should not be taken to prove significant crossover from the audience of each kind of music to that of opera.

Barriers to Attendance

Musical Theater and Operetta Attendees express strong interest in attending the arts more frequently. Two thirds say they would like to attend those disciplines more often, and nearly half say they would like to attend more non-musical plays and visual arts events. The arts appetite of Musical Theater and Operetta Attendees varies little with their area of residence; on average, roughly a third of urban, suburban or rural attendees say they would like to see a given discipline more often.

Opera Attendees also express strong interest in attending more, but their interest is less concentrated in certain disciplines--over one third would like to see more opera and other significant minorities would like to see more of nearly every discipline rated. Those Opera Attendees in urban areas are, on average, more likely to say they would like to see more of a given discipline than attendees in suburban or rural areas.

Thirty-eight percent of those who attend the arts but not musical theater or operetta express interest in seeing musicals or operetta, and 14% of those who attend the arts but not opera nonetheless say they would like to attend opera. Clearly, large numbers of arts attendees are not unwilling to add these disciplines to their mix of current arts attendance.

Respondents who are interested in attending more often seldom point to causes outside their control, such as sold out events, babysitter problems, health problems and the like as circumstances preventing more attendance. Moreover, respondents infrequently cite circumstances which would be difficult or impossible for an arts organization to correct, such as transportation, traffic or parking problems or fear of crime. While some say that more

performances are simply not available, respondents most frequently cite the cost of tickets and lack of time as the chief barriers to more arts attendance.

These two barriers could as easily be expressed in terms of worth: the value these attendees place on musical theater, operetta or opera is such that they believe seeing more is not worth the cost in time or money. Thus, a key to motivating greater attendance among them is to enhance the value they place on this kind of arts experience.

To do so, an arts organization must gain an understanding of how various aspects of attending contribute to its value. What particular aspects of their experience do attendees find most satisfying? What do they find unsatisfying? Is their criticism justified and are these problems which should be corrected, or are misperceptions about the organization at fault, which could be addressed in its advertising or public relations?

Background

Two thirds of Musical Theater and Operetta Attendees took voice or instrumental lessons or classes at some point in their lives, usually prior to age 18. About half took visual arts or craft-art lessons or classes, and many took lessons or classes in other arts-related activities, lending credence to the widely accepted notion that adult arts attendance has its roots in childhood or young adulthood.

Three fourths of Opera Attendees took voice or instrumental lessons or classes at some point in their lives, usually prior to age 18, although they are more likely than other arts attendees to have also taken such instruction between the ages of 18 and 24. About half took visual arts or craft-arts lessons or classes. As with Musical Theater and Operetta Attendees, many took classes in other arts-related activities.

Both Musical Theater and Operetta Attendees and Opera Attendees were encouraged to read more frequently than those who do not attend the arts, and are more likely to have had parents or other adults in the household who listened to classical music or opera or took them to performances or art museums as children. The parents of attendees are also more likely to be better educated than the parents of those who do not now attend the arts.

While many background factors and present social, demographic or economic factors are related to arts attendance, few of these can be easily influenced by arts organizations or support groups in an effort to expand future audiences. Arts groups might, however, find ways to involve children or young adults in the arts through instruction or to encourage attendance of the arts by entire families. Thus, we examined how these background factors might contribute to later arts attendance.

We found that 46% of Musical Theater and Operetta Attendees and Opera Attendees had first taken lessons or classes in the performing or visual arts before the age of 25. Forty-three percent had first taken these lessons or classes prior to the age of 18, and the remaining 3% between the ages of 18 and 24.

Twenty-two percent of the combined attendee group had been taken to plays, dance or classical musical performances at least occasionally by their parents or other adult members of the household. Twenty-seven percent had the more passive exposure of parents or other adults in the household who at least occasionally listened to classical music or opera.

In multiple regression we find that 20% of attendance is explained by the combination of these variables (lessons or classes, exposure to arts activities and listening habits in the home). Unsurprisingly, these are not strictly independent variables, and, in particular, there is a strong correlation between having parents who listen to classical music and being taken to an arts activity as a child.

Being taken to arts activities as a child is, in fact, the most likely of these factors to determine attendance at musical theater, operetta or opera in adulthood. However, the combination of childhood exposure and lessons or classes prior to age 18 is considerably more potent than either variable alone, and contributes far more to the determination of adult attendance than the addition of either later lessons or parents' listening habits.

Thus, programs to expose children to the arts could be significantly strengthened by components which involve children in the process of making art. Moreover, attendance plans or sales techniques which more easily accommodate family attendance have significance as a means of developing future audiences over and above their usefulness in filling seats now.

Media Participation

Many Musical Theater and Operetta Attendees also partake of those art forms through radio broadcasts, television and recordings--roughly one in ten respondents listens to musical theater or operetta on the radio, four in ten watch such programming on television and over two in ten listen on records or tapes.

Opera Attendees are more likely to participate in mass media than are Musical Theater and Operetta Attendees--roughly five in ten listen to opera on the radio, six in ten watch opera on television and five in ten listen to opera recordings.

We know from existing reports on the overall Survey of Public Participation in the Arts that media involvement is not a substitute for attendance among those listening or watching and attending the same discipline, that those who attend a particular discipline are more likely to participate in that discipline through these media and vice versa.

In fact, those Musical Theater and Operetta Attendees who also watch musicals or operettas on television or listen to records or tapes of musicals are, on average, more likely to have attended additional arts activities than those attendees who do not listen or watch such programming (roughly 4 in 10 attended another given activity, as compared to the overall 3 in 10). Similarly, those Opera Attendees who also watch or listen to opera programming are more involved in the arts than attendees who do not watch or listen (over 6 in 10 attended another activity as compared to the overall 5.5 in 10).

However, significant numbers of arts attendees participate in a discipline through television, radio or recordings *without* attending that discipline. Do those who watch or listen to musical theater, operetta or opera yet fail to attend represent a stronger potential for audience growth than other arts attendees generally? Put simply, does media participation signal a growing interest in a discipline?

As we found in an earlier section, when we compare these two groups...

- those who attend *and* participate in the discipline they attend through broadcasts or recordings
- those who only attend the discipline

...we find that those in the first consume more art. To see whether their media participation might be at cause, we look to...

- those who attend arts *other* than musical theater and operetta or opera yet participate in these disciplines through broadcasts or recordings

If media participation does motivate attendance, then it would be reasonable to assume that these respondents would consume more art than...

- those who attend arts other than musical theater and operetta or opera and do *not* participate in them through the media

We find, however, that media participation among those who do not attend musical theater and operetta or opera has no apparent affect on their overall arts consumption:

Attend the arts but *not*:	Average % who attend a given activity
musical theater or operetta	26%
musical theater or operetta yet listen to either on radio	20%
musical theater or operetta yet watch either on television	12%
musical theater or operetta yet listen to either on recordings	23%
opera	32%
opera yet listen to opera on radio	28%
opera yet watch opera on television	24%
opera yet listen to opera recordings	29%

Another indication of whether media participation drives attendance would be some correlation between changes in media participation and changes in attendance when comparing the two study years (1982 and 1985). However, while we see a decline in the number of persons attending musical theater, operetta or opera, there is *not* a parallel decline in media participation. In fact, in most instances media participation actually increased between 1982 and 1985:

Do not attend, but:	1982	1985
listen to musical theater/operetta on radio	7%	8%
watch musical theater/operetta on t.v.	29	24
listen to musical theater/operetta records	12	11
listen to opera on radio	10	11
watch opera on t.v.	19	20
listen to opera on records	11	13

The fact that media participation has not generally declined along with attendance and that those who attend arts other than musical theater and operetta or opera yet participate in these disciplines through broadcasts or recordings consume less art overall, strongly suggests that the arts appetite of these individuals is largely sated by media participation. This kind of media participation is probably not a precursor to live attendance but signals a more passive attitude toward the discipline.

We would like to have examined whether decreased arts consumption on the part of these individuals is a result, at least in part, of unavailability or other barriers outside an attendee's control or whether patterns of recreational and other participation further indicate a more passive lifestyle overall. However, this data was not available for current media participants.

Non Arts Attendees

In our experience it is often difficult and costly to induce individuals with no history of arts attendance to attend. However, it is worth noting that there are a substantial number of Non Arts Attendees who express interest in attending musical theater, operetta, or opera. 17% of Non Arts Attendees (roughly

17.4 million people according to population estimates) say that they would like to attend musical theater or operetta and 4% of Non Arts Attendees (roughly 4.1 million people according to population estimates) express an interest in attending opera. If we venture to base potential attendance on this expression of interest alone, converted Non Arts Attendees could represent a 62% increase in the number of Musical Theater and Operetta Attendees and a 91% increase in the number of Opera Attendees. Recognizing that such a conclusion is unrealistic, these figures nevertheless indicate that a positive atmosphere for cultivation exists if we could more clearly identify those interested Non Arts Attendees who are most likely to attend.

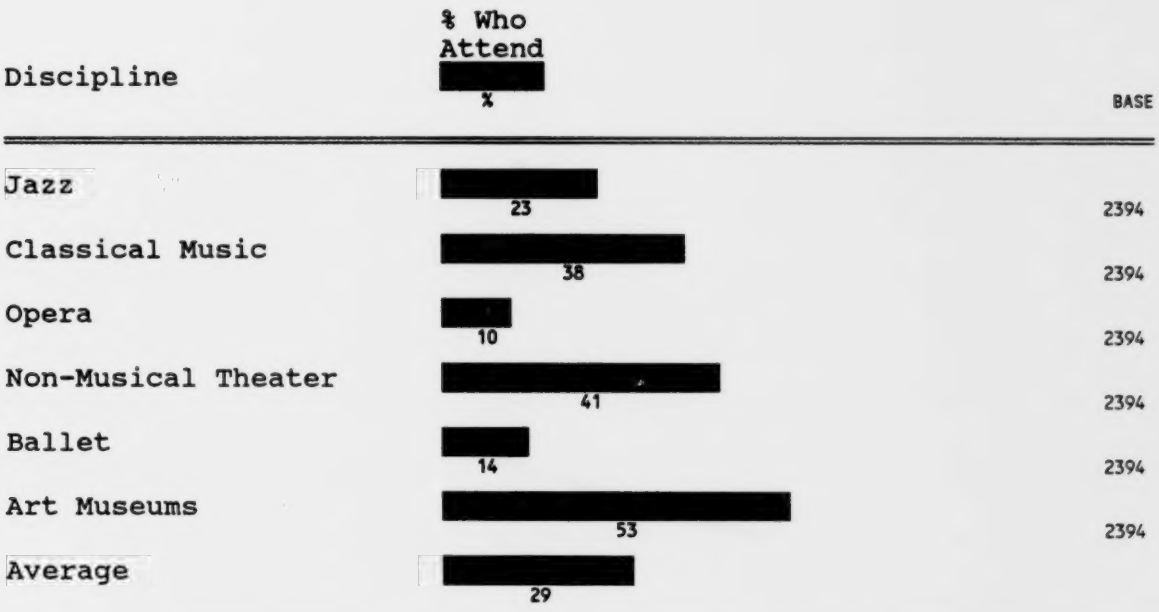
If we are interested in attracting Non Arts Attendees we should know why they do not attend. The data shows that the reasons Non Arts Attendees give most frequently for not attending are the same as those of arts attendees (cost, distance, and lack of time). Further research could provide more specific clues to the attitudes that prevent them from attending.

We do know that the Non Arts Attendee is not substituting recreational or other types of activities for arts attendance. Aside from attendance at movies and sporting events, the Non Arts Attendee is considerably less active than the arts attendee. Their lack of attendance at the arts then, is a reflection of a less active lifestyle overall, a further indication that arts attendance is difficult to cultivate among Non Arts Attendees.

MUSICAL THEATER AND OPERETTA ATTENDEES

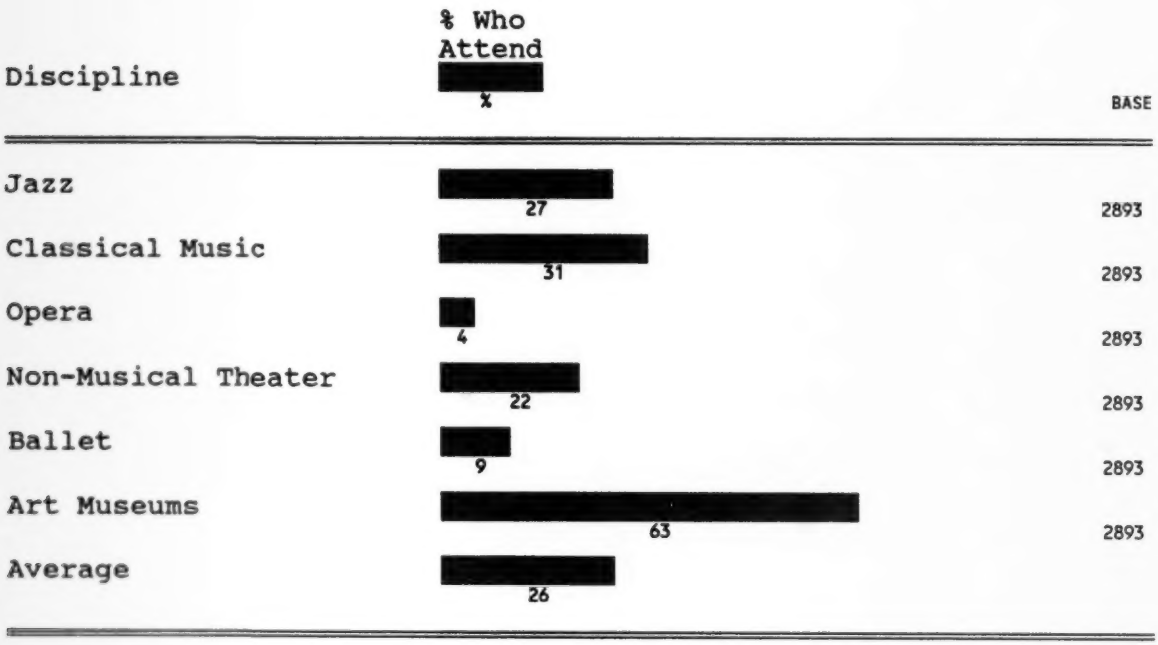
ATTENDANCE

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Attendees



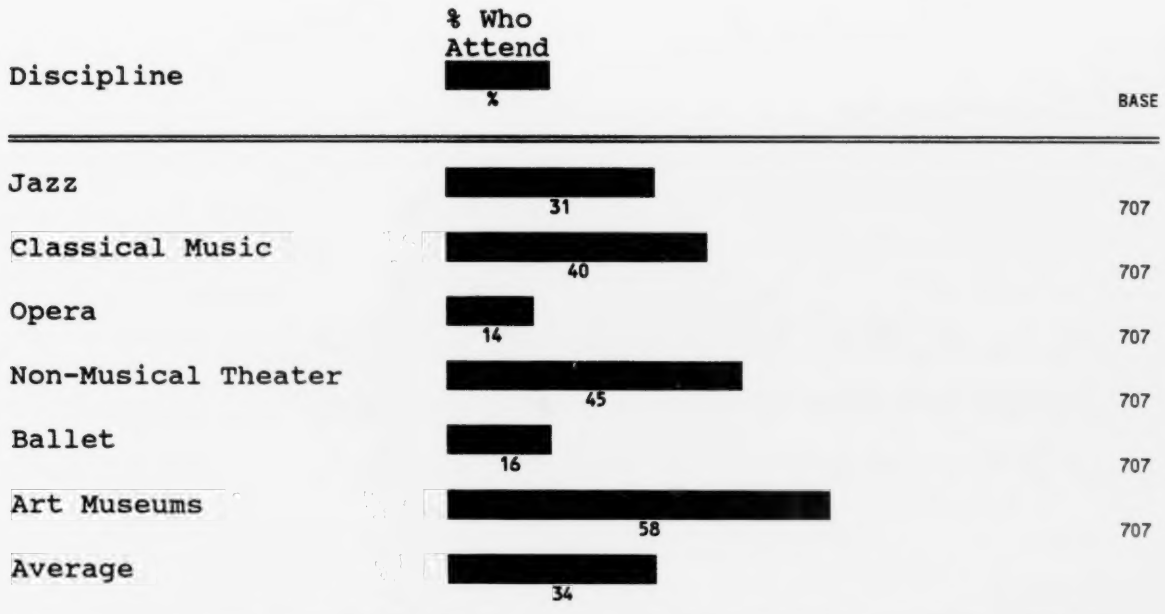
About half of attendees of Musical Theater and Operetta also attended art museums. Significant minorities also attended classical music and non-musical theatre.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Non Attendees



Those who attend arts activities but not musical theatre and operetta generally also attended art museums.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Urban Musical Theater and Operetta Attendees



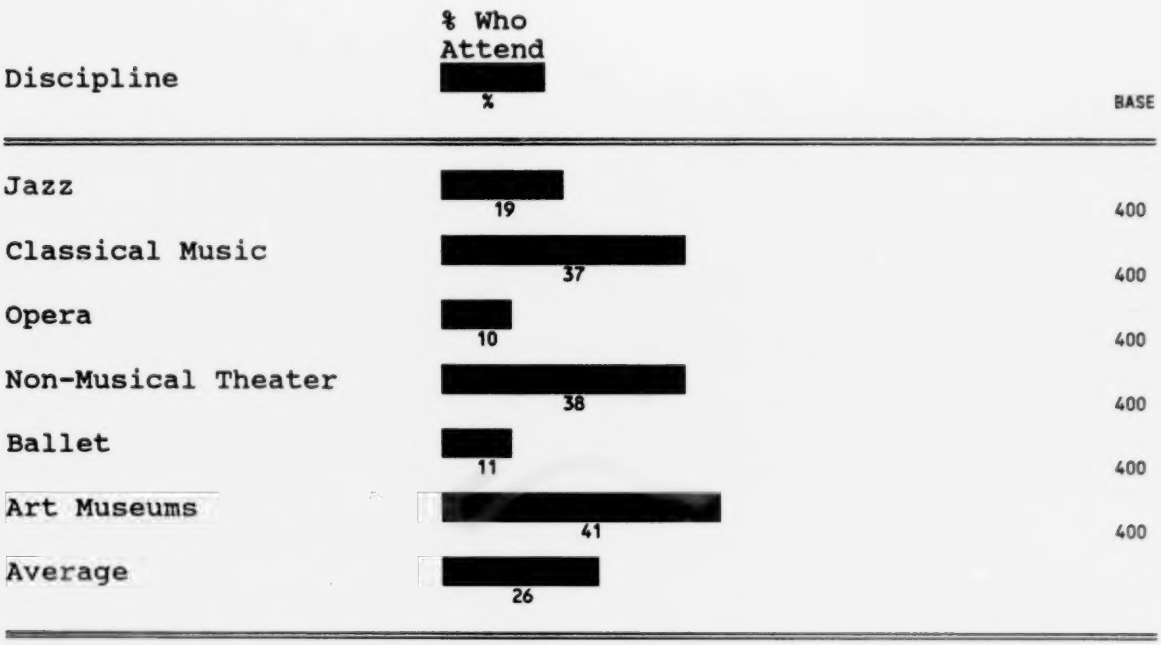
More than half of Urban Musical Theater and Operetta Attendees also attended art museums, and nearly half attended classical music or non musical theater.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Suburban Musical Theater and Operetta Attendees

Discipline	% Who Attend %	BASE
Jazz	17	1287
Classical Music	37	1287
Opera	8	1287
Non-Musical Theater	41	1287
Ballet	14	1287
Art Museums	53	1287
Average	28	

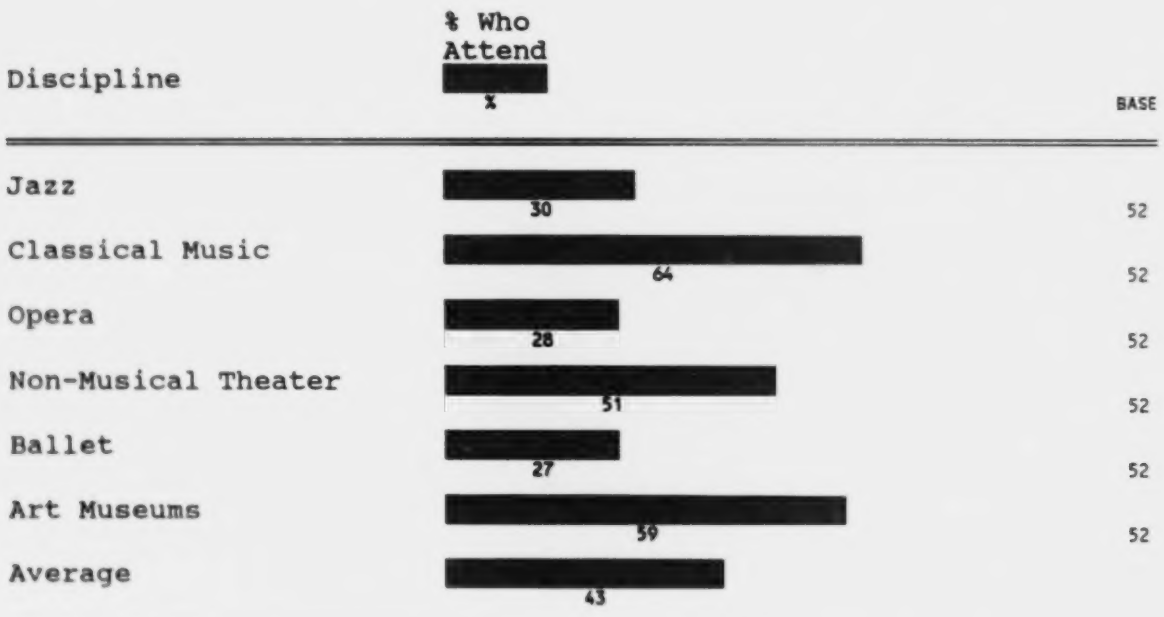
More than half of Suburban Musical Theater and Operetta Attendees attended art museums. Many attended classical music and non-musical theater.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Rural Musical Theater and Operetta Attendees



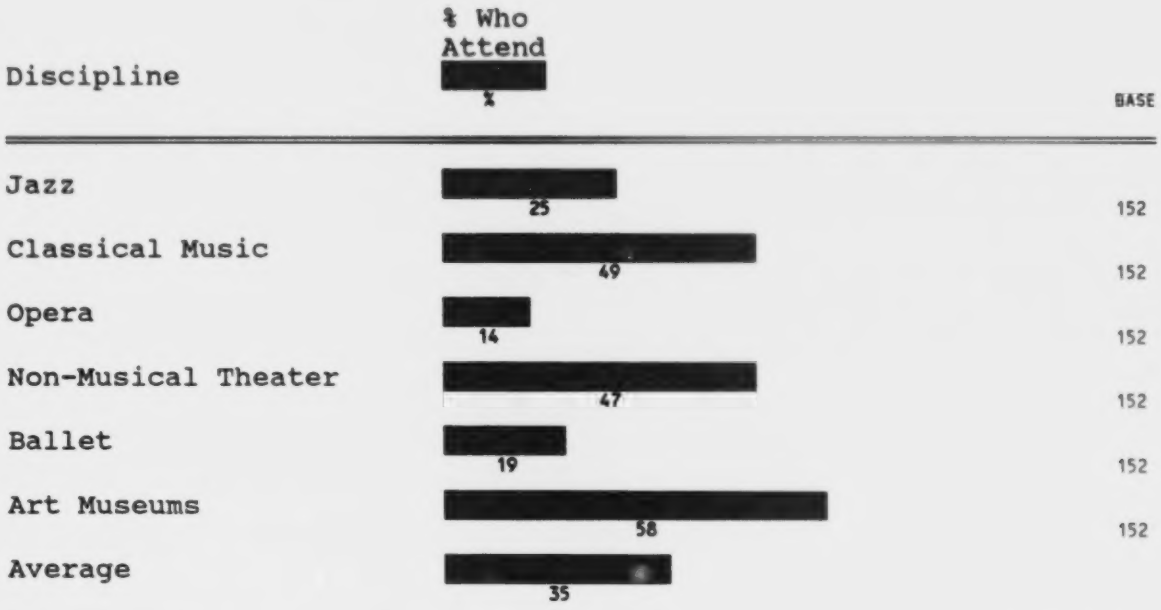
About four in ten Rural Musical Theater and Operetta Attendees also attended classical music, non-musical theater or art museums during the past year.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Attendees



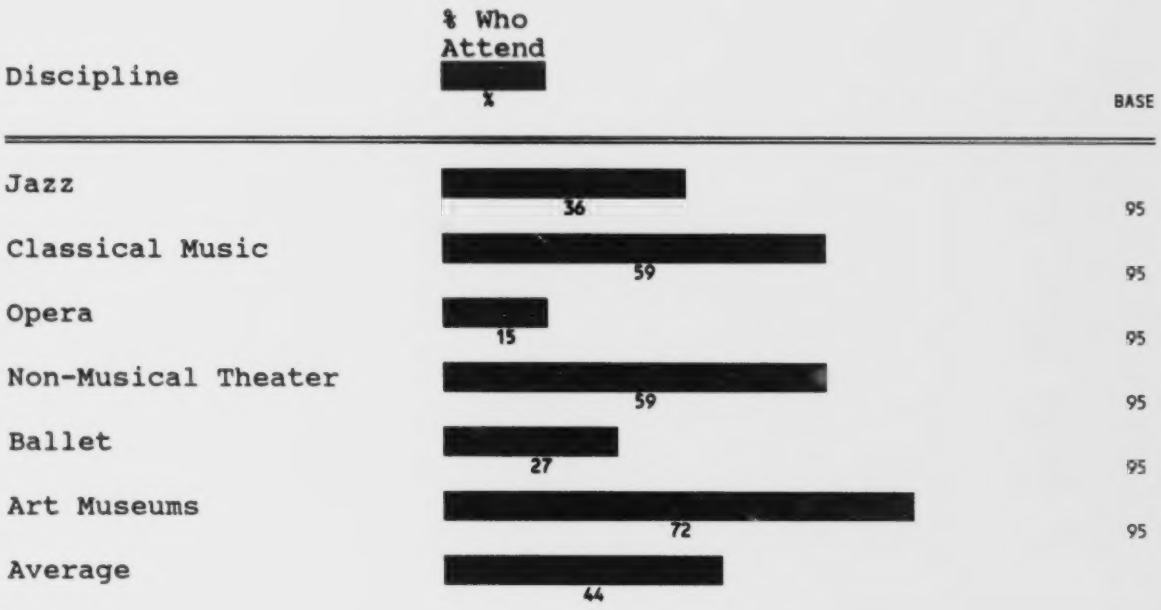
A majority of Musical Theater and Operetta Attendees who listen to those disciplines on the radio also attend classical music, non musical theater and art museums.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Attendees



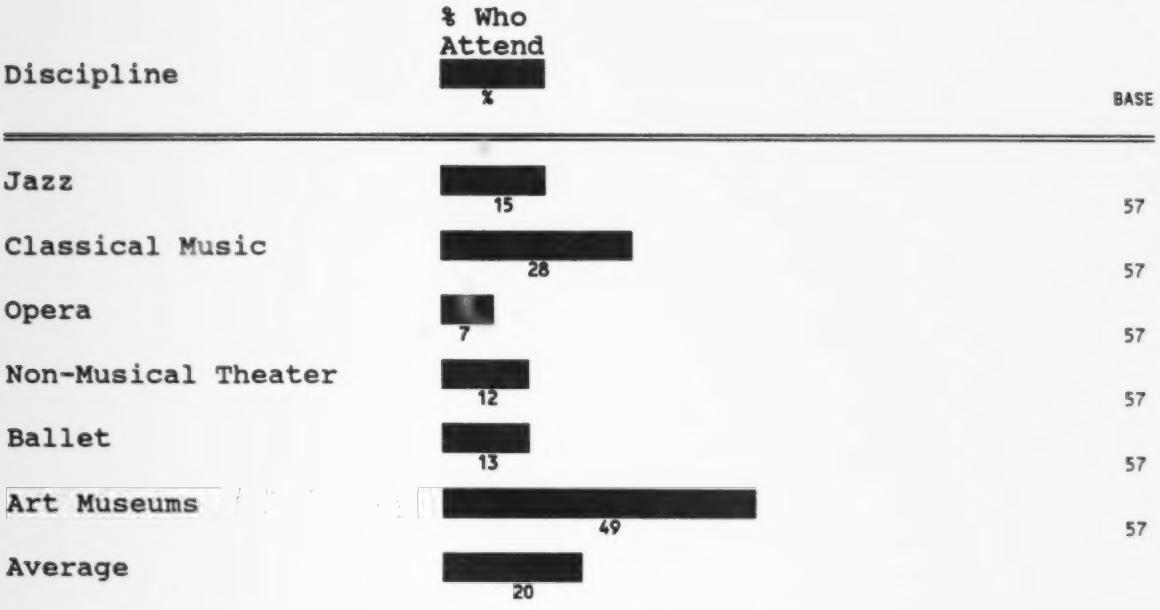
Roughly half of Musical Theater and Operetta Attendees who watch those disciplines on television also attend classical music, non-musical theater and more than half attend art museums.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Attendees



Six in ten or more of Musical Theater and Operetta Attendees who listen to those disciplines on recordings also attend classical music, non-musical theater or art museums.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Non Attendees



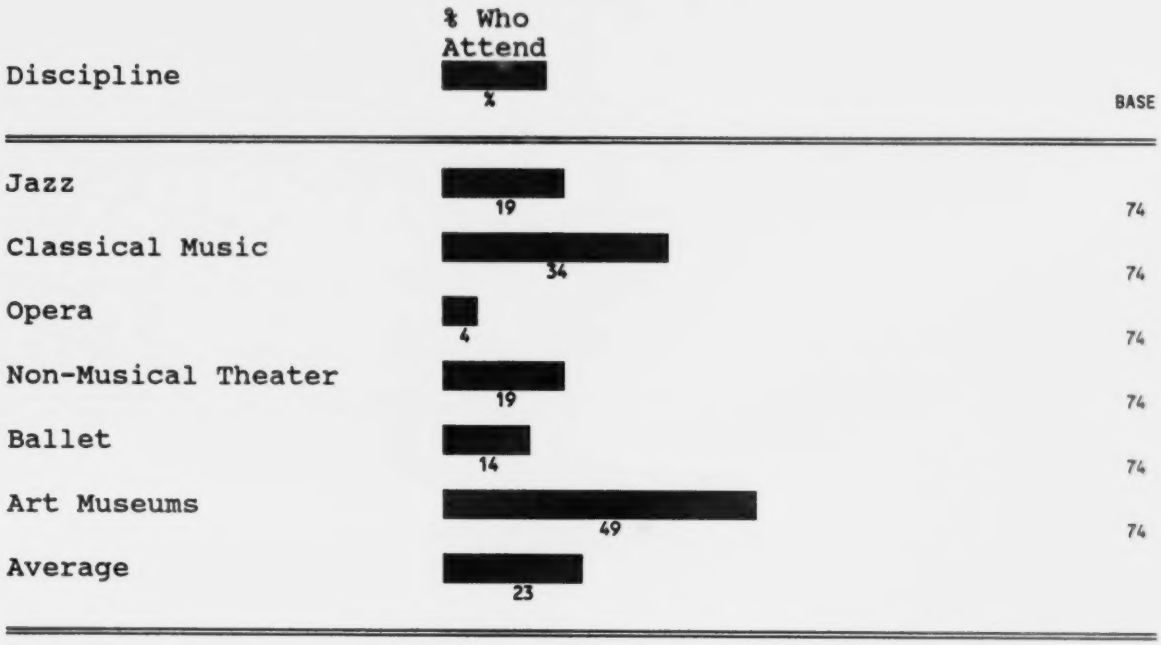
Among those who attend arts activities other than musical theater or operetta yet listen to those disciplines on the radio, overall arts attendance is relatively low, although about half attended an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Non Attendees

Discipline	% Who Attend	BASE
Jazz	9	233
Classical Music	15	233
Opera	3	233
Non-Musical Theater	9	233
Ballet	6	233
Art Museums	34	233
Average	12	

Among those who attend arts activities other than musical theater or operetta yet watch those disciplines on television, overall arts attendance is relatively low.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Musical Theater and Operetta Non Attendees



Among those who attend arts activities other than musical theater or operetta yet listen to those disciplines on recordings, arts attendance is relatively low, although roughly half attended an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST MONTH
Musical Theater and Operetta Attendees

Discipline	4 or More Times %	2 or 3 Times %	Once %	BASE
Jazz	0	1	4	2394
Classical Music	1	3	9	2394
Opera	0	0	1	2394
Musical Thtr/Operetta	1	5	21	2394
Non-Musical Theater	1	2	8	2394
Ballet	0	0	3	2394
Art Museums	2	6	12	2394
Average	0	2	8	

Those Musical Theatre and Operetta Attendees who have attended an arts event during the past month are most likely to have seen a Musical Theater or classical music performance or to have visited an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST MONTH
Musical Theater and Operetta Non Attendees

Discipline	4 or More Times %	2 or 3 Times %	Once %	BASE
Jazz	0	2	6	2893
Classical Music	0	2	7	2893
Opera	0	0	1	2893
Musical Thtr/Operetta	0	0	0	2893
Non-Musical Theater	0	1	5	2893
Ballet	0	0	2	2893
Art Museums	1	4	12	2893
Average	0	1	4	

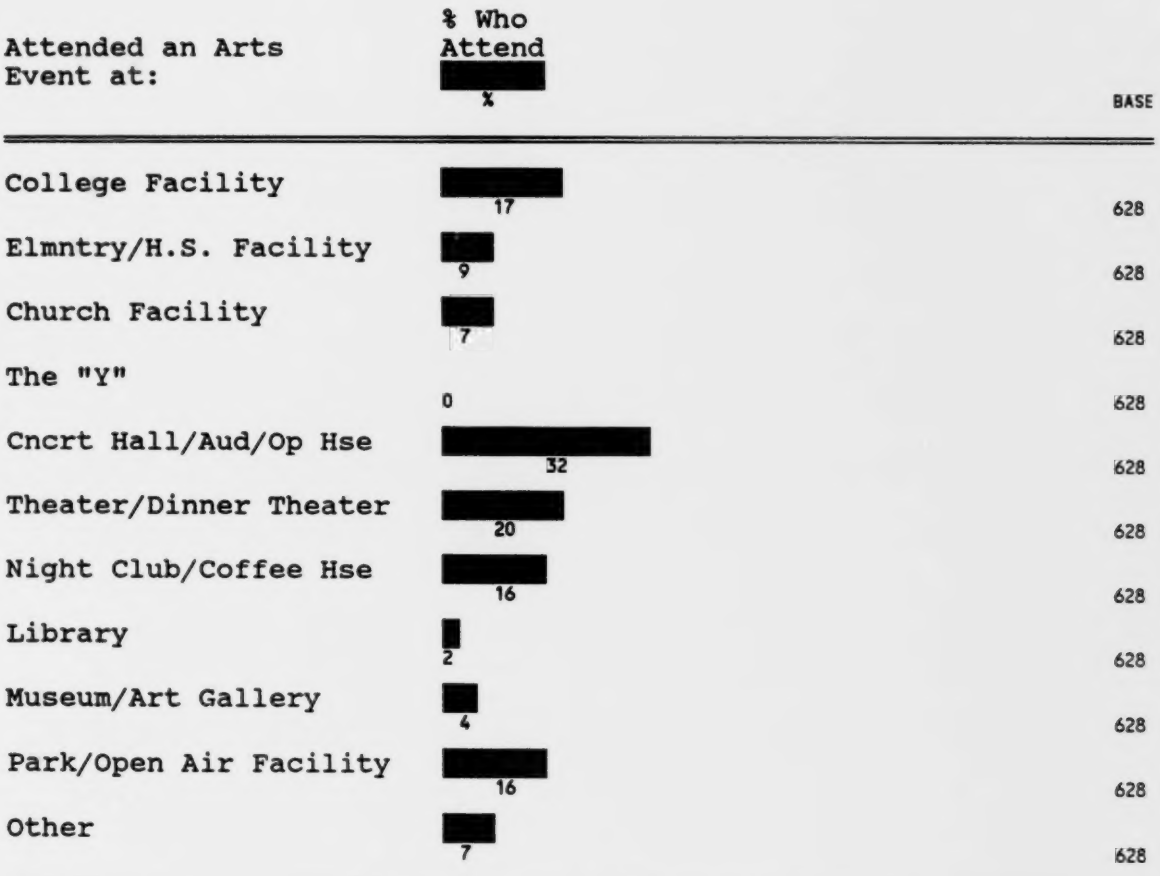
Those who attended arts activities other than musical theater or operetta and attended during the past month are most likely to have visited an art museums or attended a classical music performance.

OVERALL ARTS ATTENDANCE AT VARIOUS PERFORMANCE SPACES
Musical Theater and Operetta Attendees

Attended an Arts Event at:	% Who Attend %	BASE
College Facility	21	378
Elmntry/H.S. Facility	10	378
Church Facility	14	378
The "Y"	0	378
Cncrt Hall/Aud/Op Hse	41	378
Theater/Dinner Theater	63	378
Night Club/Coffee Hse	11	378
Library	2	378
Museum/Art Gallery	10	378
Park/Open Air Facility	11	378
Other	2	378

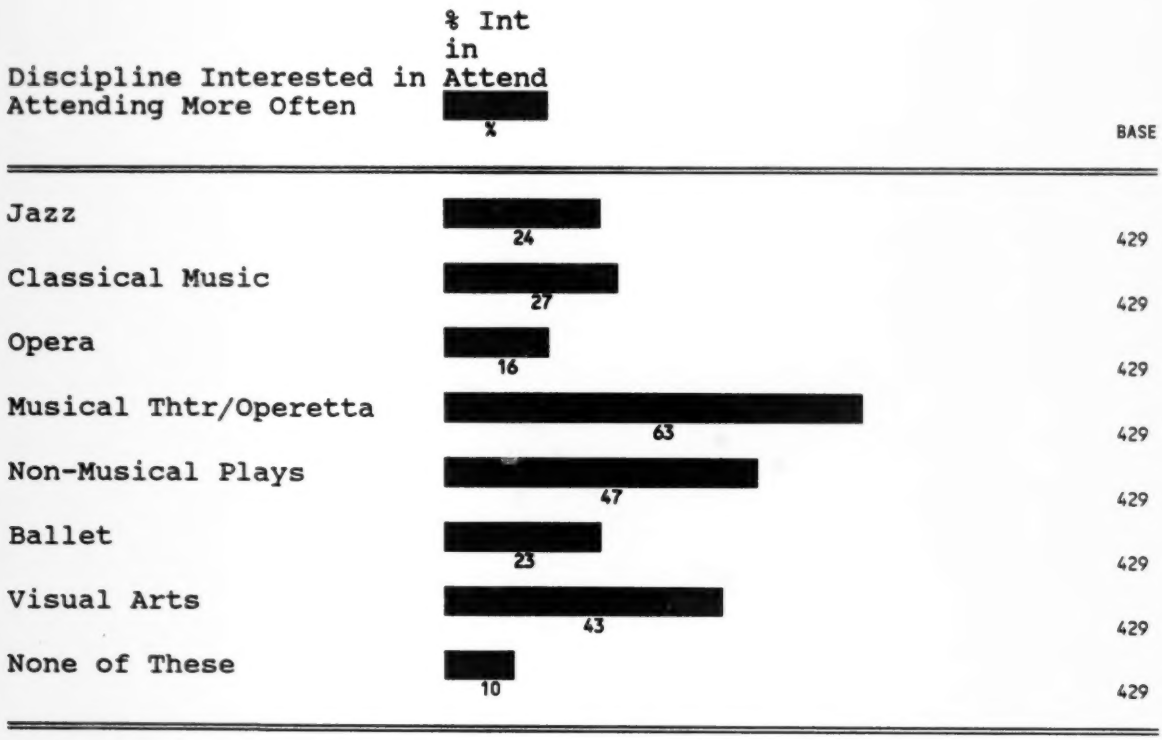
Musical Theater and Operetta Attendees are most likely to attend arts events at theaters, dinner theaters or a college facility.

OVERALL ARTS ATTENDANCE AT VARIOUS PERFORMANCE SPACES
Musical Theater and Operetta Non Attendees



Those who attend arts activities other than musical theater and operetta are most likely to attend arts events at concerts halls, auditoriums or opera houses, followed by theatres or dinner theaters.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Musical Theater and Operetta Attendees



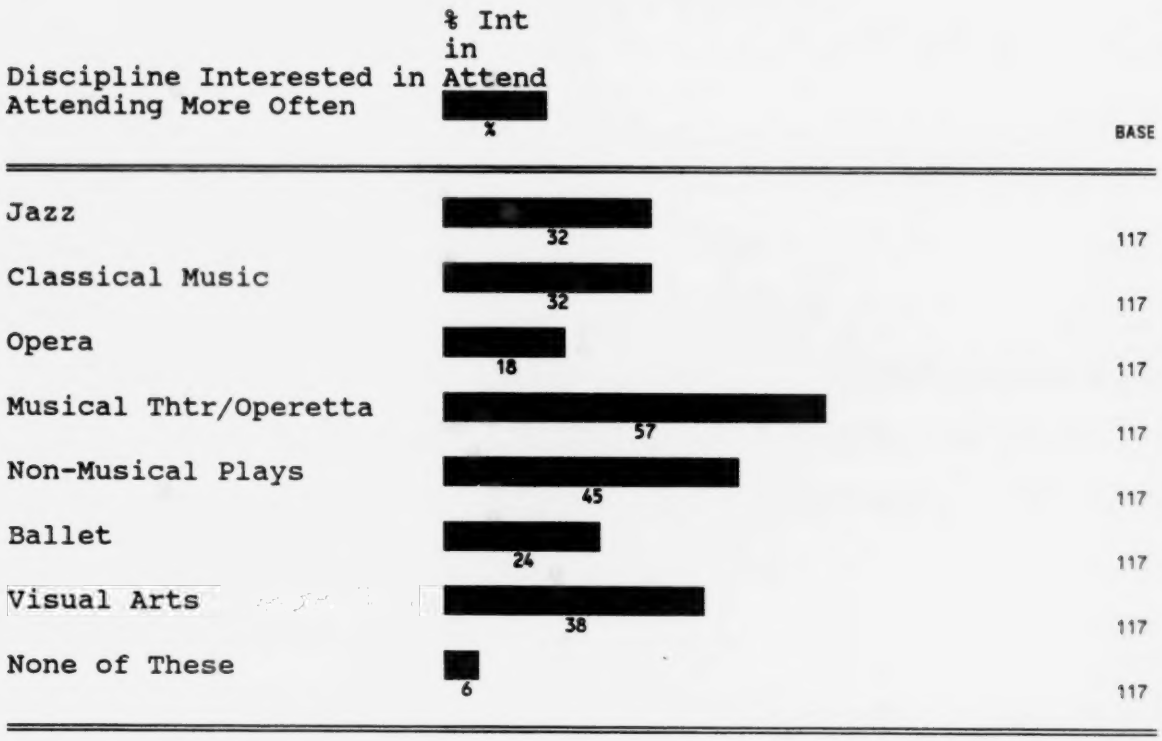
A majority of Musical Theater and Operetta Attendees say they would like to attend those kinds of performances more often.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Musical Theater and Operetta Non Attendees

Discipline Interested in Attending More Often	% Int in Attend	BASE
	%	
Jazz	34	493
Classical Music	30	493
Opera	15	493
Musical Thtr/Operetta	38	493
Non-Musical Plays	37	493
Ballet	21	493
Visual Arts	52	493
None of These	10	493

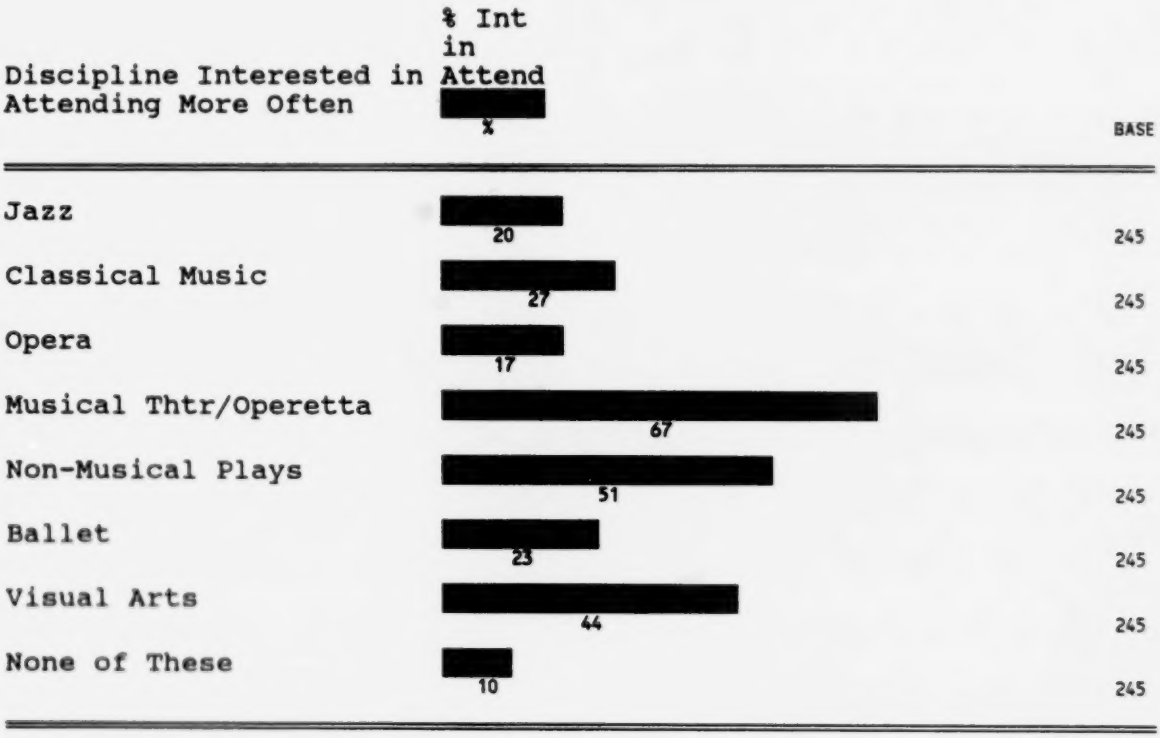
A majority of those who attend arts activities other than musical theater and operetta say they would like to attend visual arts event more often.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Urban Musical Theater and Operetta Attendees



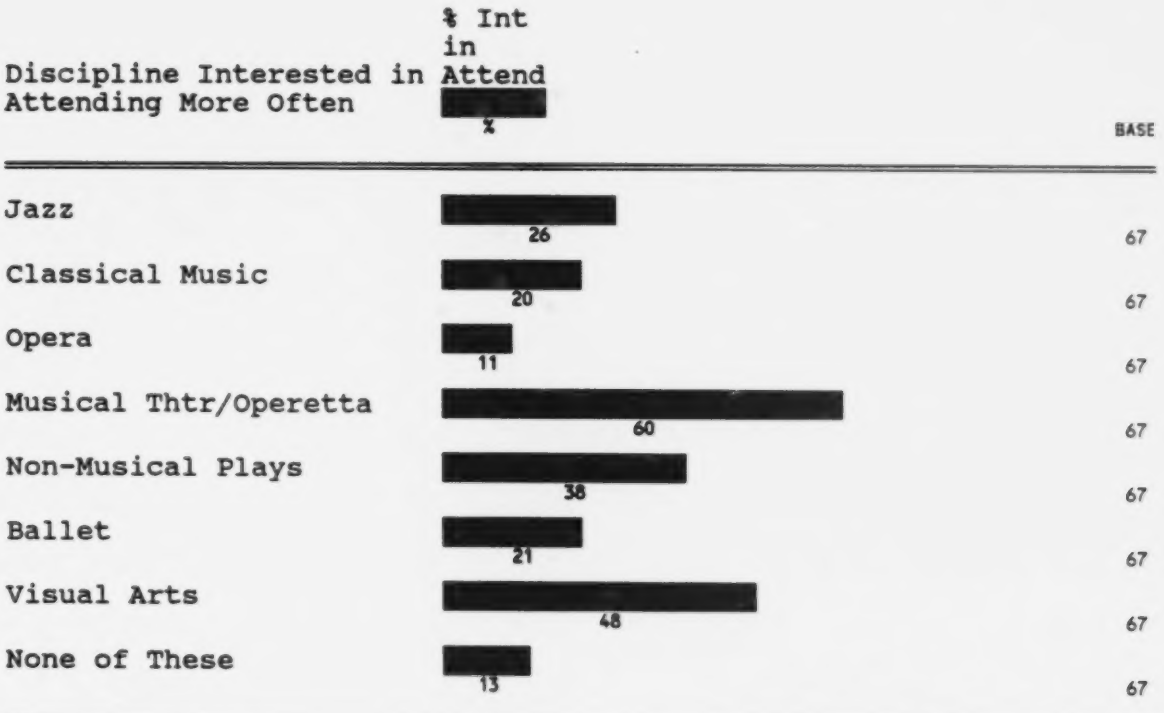
A majority of Urban Musical Theater and Operetta Attendees say they would like to attend those disciplines more often.

INTEREST IN ATTENDING DISIPLINES MORE OFTEN
Suburban Musical Theater and Operetta Attendees



A majority of Suburban Musical Theater and Operetta Attendees say they would like to attend those disciplines more often, as well as non-musical plays.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Rural Musical Theater and Operetta Attendees



A majority of Rural Musical Theater and Operetta Attendees say they would like to attend those disciplines more often.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Tickets Sold Out	3	272
Cost	31	272
Not Available	17	272
Feel Uncomfortable	0	272
No One To Go With	6	272
Babysitter Problems	5	272
Handicapped	1	272

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Age/Health Problem	3	272
Too Far To Go	15	272
Transp/Traffic/Parking	7	272
Fear of Crime	2	272
Poor Quality	4	272
Prefer to Watch TV	1	272
Don't Have Time	46	272
Procrastination	13	272
Other	9	272

Musical Theater and Opera Attendees who would like to attend those disciplines more frequently most often cite lack of time and the cost of tickets as the chief barriers to more frequent attendance.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Musical Theater and Operetta Non Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Tickets Sold Out	0	186
Cost	33	186
Not Available	26	186
Feel Uncomfortable	0	186
No One To Go With	8	186
Babysitter Problems	10	186
Handicapped	0	186

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Musical Theater and Operetta Non Attendees

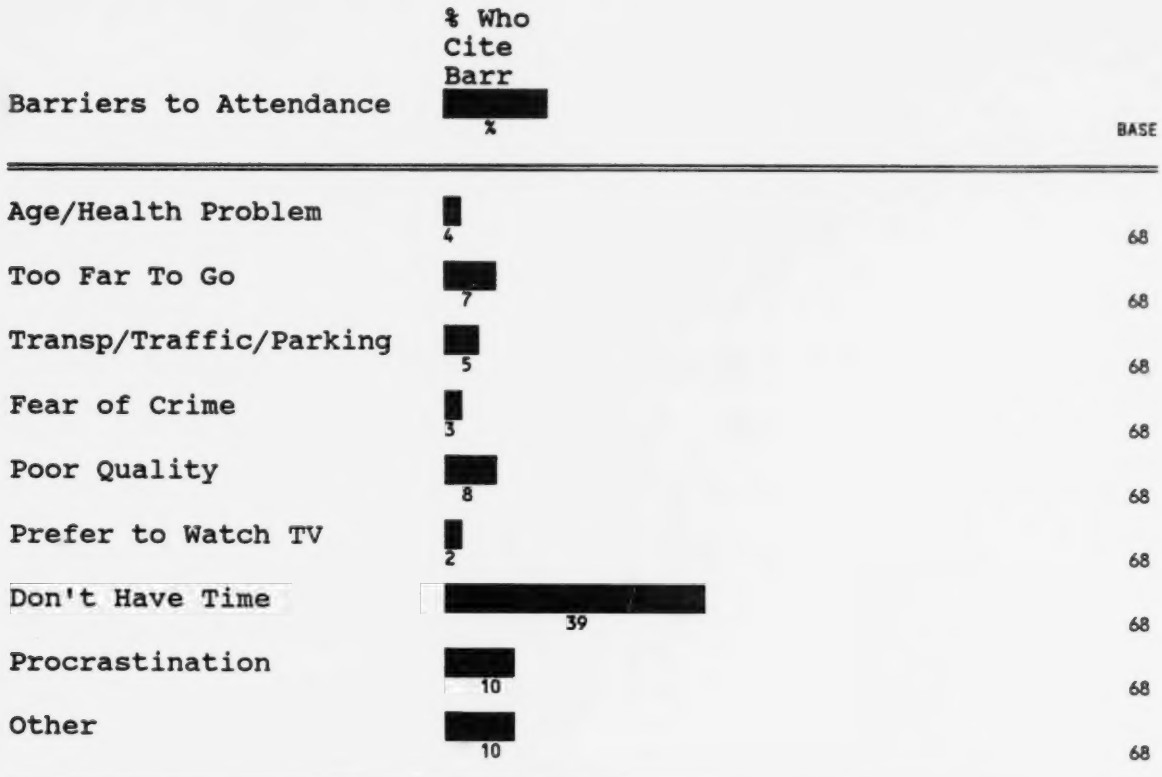
Barriers to Attendance	% Who Cite Barr %	BASE
Age/Health Problem	1	256
Too Far To Go	16	256
Transp/Traffic/Parking	6	256
Fear of Crime	2	256
Poor Quality	2	256
Prefer to Watch TV	1	256
Don't Have Time	25	256
Procrastination	7	256
Other	6	256

Those who attend arts activities other than musical theater and operetta who would like to attend those disciplines most often cite the cost of tickets, non availability of performances and lack of time as the chief barriers to more frequent attendance.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Urban Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Tickets Sold Out	1	68
Cost	35	68
Not Available	19	68
Feel Uncomfortable	0	68
No One To Go With	8	68
Babysitter Problems	4	68
Handicapped	0	68

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Urban Musical Theater and Operetta Attendees

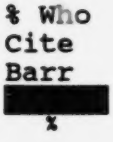


Urban Musical Theater and Operetta Attendees who would like to attend those disciplines more frequently most often cite cost and lack of time as the chief barriers to attendance.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Suburban Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Tickets Sold Out	5	163
Cost	33	163
Not Available	9	163
Feel Uncomfortable	0	163
No One To Go With	5	163
Babysitter Problems	4	163
Handicapped	0	163

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Suburban Musical Theater and Operetta Attendees



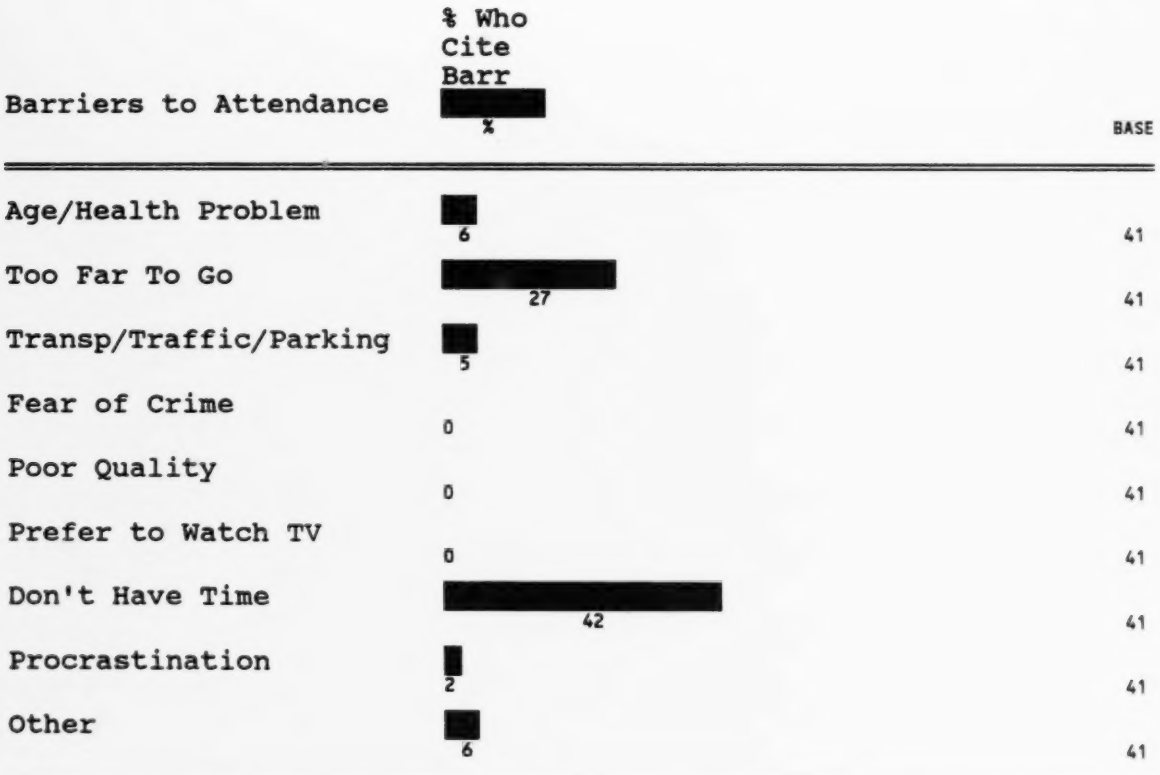
Barriers to Attendance	BASE
Age/Health Problem	163
Too Far To Go	163
Transp/Traffic/Parking	163
Fear of Crime	163
Poor Quality	163
Prefer to Watch TV	163
Don't Have Time	163
Procrastination	163
Other	163

Suburban Musical Theater and Operetta Attendees who would like to attend those disciplines more frequently most often cite cost and lack of time as the chief barriers to attendance.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Rural Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Tickets Sold Out	0	41
Cost	19	41
Not Available	40	41
Feel Uncomfortable	0	41
No One To Go With	5	41
Babysitter Problems	6	41
Handicapped	4	41

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Rural Musical Theater and Operetta Attendees



Rural Musical Theater and Operetta Attendees who would like to attend those disciplines more frequently most often cite lack of availability, distance and lack of time as the chief barriers to attendance.

BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Tickets Sold Out	2	69
Cost	31	69
Not Available	11	69
Feel Uncomfortable	0	69
No One To Go With	12	69
Babysitter Problems	5	69
Handicapped	0	69

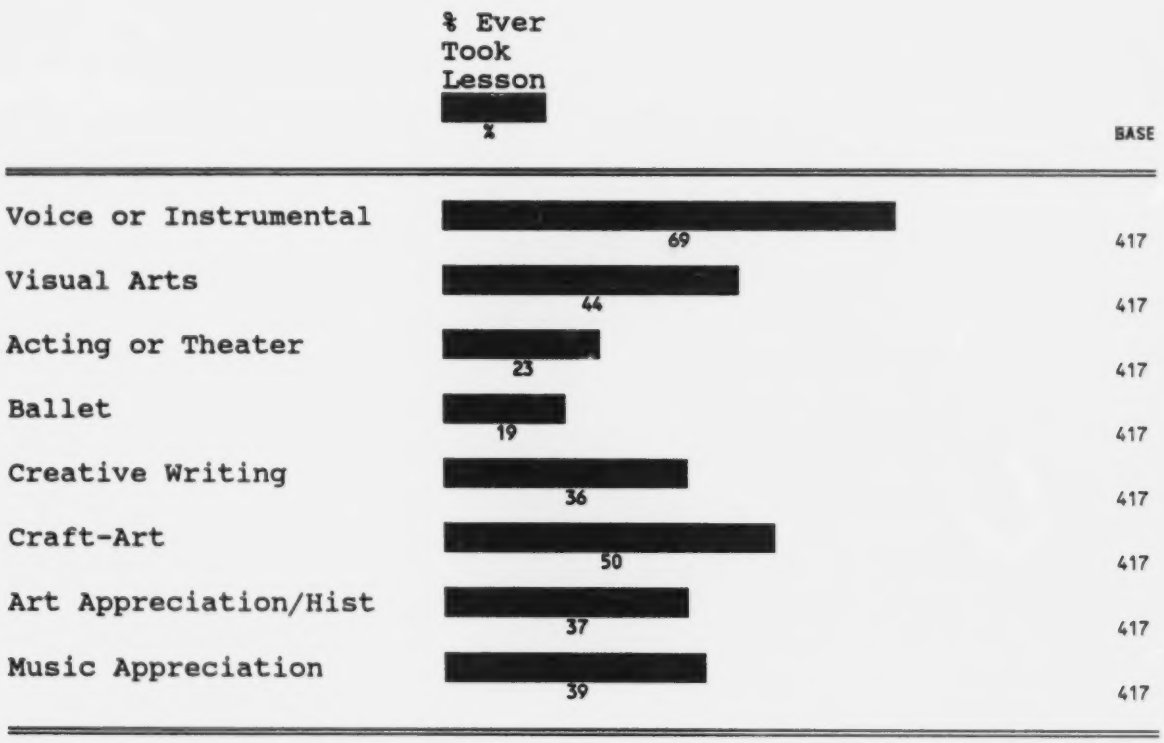
BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Musical Theater and Operetta Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Age/Health Problem	5	69
Too Far To Go	20	69
Transp/Traffic/Parking	15	69
Fear of Crime	3	69
Poor Quality	1	69
Prefer to Watch TV	3	69
Don't Have Time	42	69
Procrastination	15	69
Other	19	69

Musical Theater and Operetta Attendees who would like to attend the opera more frequently most often cite lack of time, the cost of tickets and distance as the chief barriers to more frequent attendance.

BACKGROUND

HISTORY OF LESSONS IN THE ARTS
Musical Theater and Operetta Attendees



The majority of Musical Theater and Operetta Attendees took voice or instrumental music lessons at some point in their lives. Significant minorities took visual arts, creative writing or craft-arts lessons.

AGE VOICE OR INSTRUMENTAL LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	40 %	37 %	16 %
12-17	49	44	22
18-24	14	15	4
25 or Older	8	8	2

Among those who took voice or instrumental music lessons, Musical Theater and Operetta Attendees generally did so prior to age 18, and seldom after that age.

Arts attendees who have not attended musical theater or operetta took such lessons at roughly the same ages as those who do attend.

AGE VISUAL ARTS LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	10 %	5 %	1 %
12-17	23	24	8
18-24	21	16	4
25 or Older	13	11	3

Among those who took visual arts lessons, Musical Theater and Operetta Attendees generally did so between the ages of 12 and 24. Musical Theater and Operetta Attendees are somewhat more likely than other arts attendees to have taken visual arts lessons as children under 12 or as adults 18 or older.

AGE ACTING/THEATER LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	3 %	1 %	0 %
12-17	15	10	3
18-24	8	6	1
25 or Older	4	1	0

Among those who took acting or theater lessons, Musical Theater and Operetta Attendees generally did so between the ages of 12 and 17. Musical Theater and Operetta Attendees are somewhat more likely than other arts attendees to have taken acting or theater lessons at any age.

AGE BALLET LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	14 %	8 %	3 %
12-17	6	3	1
18-24	4	2	0
25 or Older	3	1	0

Among those who took ballet lessons, Musical Theater and Operetta Attendees generally did so as children under 12. Musical Theater and Operetta Attendees are much more likely than other arts attendees to have taken lessons as children.

AGE CREATIVE WRITING LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	3 %	2 %	0 %
12-17	17	16	4
18-24	21	19	3
25 or Older	8	4	1

Among those who took creative writing classes, Musical Theater and Operetta Attendees generally did so between the ages of 12 and 24. Those who attend any arts are about as likely to have taken creative writing classes at those same ages, and all are much more likely than Non Attendees to have taken such classes at all.

AGE CRAFT-ART LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	9 %	100 %	1 %
12-17	24	26	15
18-24	17	13	6
25 or Older	22	16	6

Among those who took craft or art lessons, Musical Theater and Operetta Attendees generally did so at age 12 or older. Those who attend arts other than musical theater and operetta are more likely to have taken such classes between the ages of 12 and 17, and less likely to have done so after.

AGE ARTS APPRECIATION LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	2 %	1 %	0 %
12-17	11	11	5
18-24	26	23	5
25 or Older	7	4	0

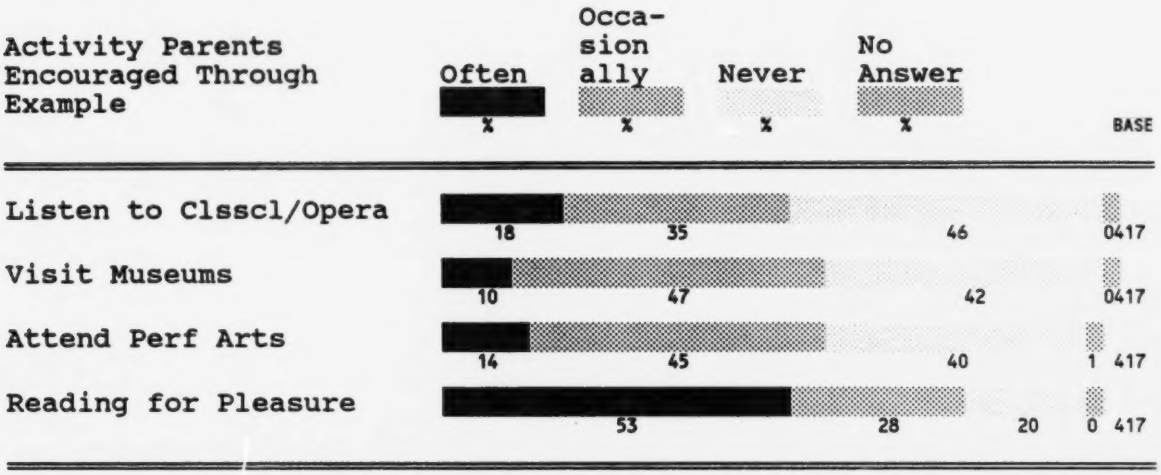
About one-fourth of arts attendees, whether of Musical Theater and Operetta or some other discipline, took classes in art appreciation at college age (18-24). Non Attendees are much less likely to have taken lessons in arts appreciation at any age.

AGE MUSIC APPRECIATION LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
Under 12	3 %	4 %	1 %
12-17	18	15	6
18-24	24	19	4
25 or Older	5	3	0

About one-fifth of arts attendees, whether of Musical Theater and Operetta or some other discipline, took classes in music appreciation at college age (18-24) and only slightly less than 20% took lessons between 12 and 17. Non Attendees are much less likely to have taken lessons in music appreciation at any age.

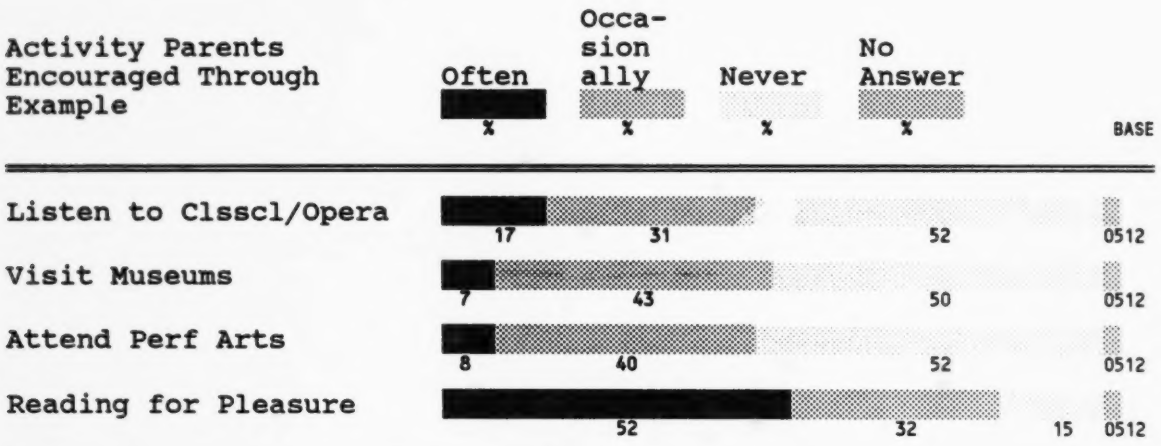
PARENTAL INFLUENCE
Musical Theater and Operetta Attendees



Eight in ten Musical Theater and Operetta Attendees say that their parents or other adults in the household at least occasionally encouraged them to read for pleasure.

More than half of these attendees say that their parents or other adults in the household listened to classical music or opera, took them to visit art museums or galleries or to plays, dance or classical music performances at least occasionally.

PARENTAL INFLUENCE
Musical Theater and Operetta Non Attendees



Among those who attend arts activities other than musical theater and operetta, more than eight in ten say that their parents or other adults in the household at least occasionally encouraged them to read for pleasure.

About half of these attendees say that their parents or other adults in the household listened to classical music or opera, took them to visit art museums or galleries or to plays, dance or classical music performances at least occasionally.

HIGHEST GRADE COMPLETED BY RESPONDENT'S FATHER
1985 Respondents

Grade Level	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
7th Grade or Less	12 %	11 %	23 %
8th Grade	13	8	13
9-11th Grade	7	11	8
12th Grade	25	32	21
Some College	12	10	4
College Grad	24	16	5
Don't Know	7	10	25
No Answer	0	2	1

The father of a Musical Theater and Operetta Attendee is more likely to have completed at least some college than the fathers of other arts attendees. All arts attendees are much more likely than Non Attendees to have a father who achieved the same amount of education.

HIGHEST GRADE COMPLETED BY RESPONDENT'S MOTHER
1985 Respondents

Grade Level	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	417	512	1444
7th Grade or Less	7 %	8 %	20 %
8th Grade	12	5	10
9-11th Grade	8	11	12
12th Grade	36	41	28
Some College	13	13	5
College Grad	17	13	4
Don't Know	6	7	19
No Answer	0	2	1

The mother of an arts attendee is significantly more likely to have completed at least some college than the mother of a Non Attendee.

ARTS PARTICIPATION

PERFORMED IN THE ARTS DURING THE LAST TWELVE MONTHS
Musical Theater and Operetta Attendees

Type of Public Performance	% Who Perfd %	BASE
Instrumental Perf	5	2394
Classical Music Perf	2	2394
Jazz Performance	2	2394
Acting/Singing/Dancing	9	2394
Non Musical Role	3	2394
Musical/Operetta	3	2394
Opera	0	2394
Ballet	0	2394

Few Musical Theater and Operetta Attendees participate in any type of public performance. Of those who participate in an instrumental performance, about half are classical music performances and half jazz. Of those who participate by acting, singing or dancing, about a third do so in non-musical roles and about a third by singing in a musical play or operetta.

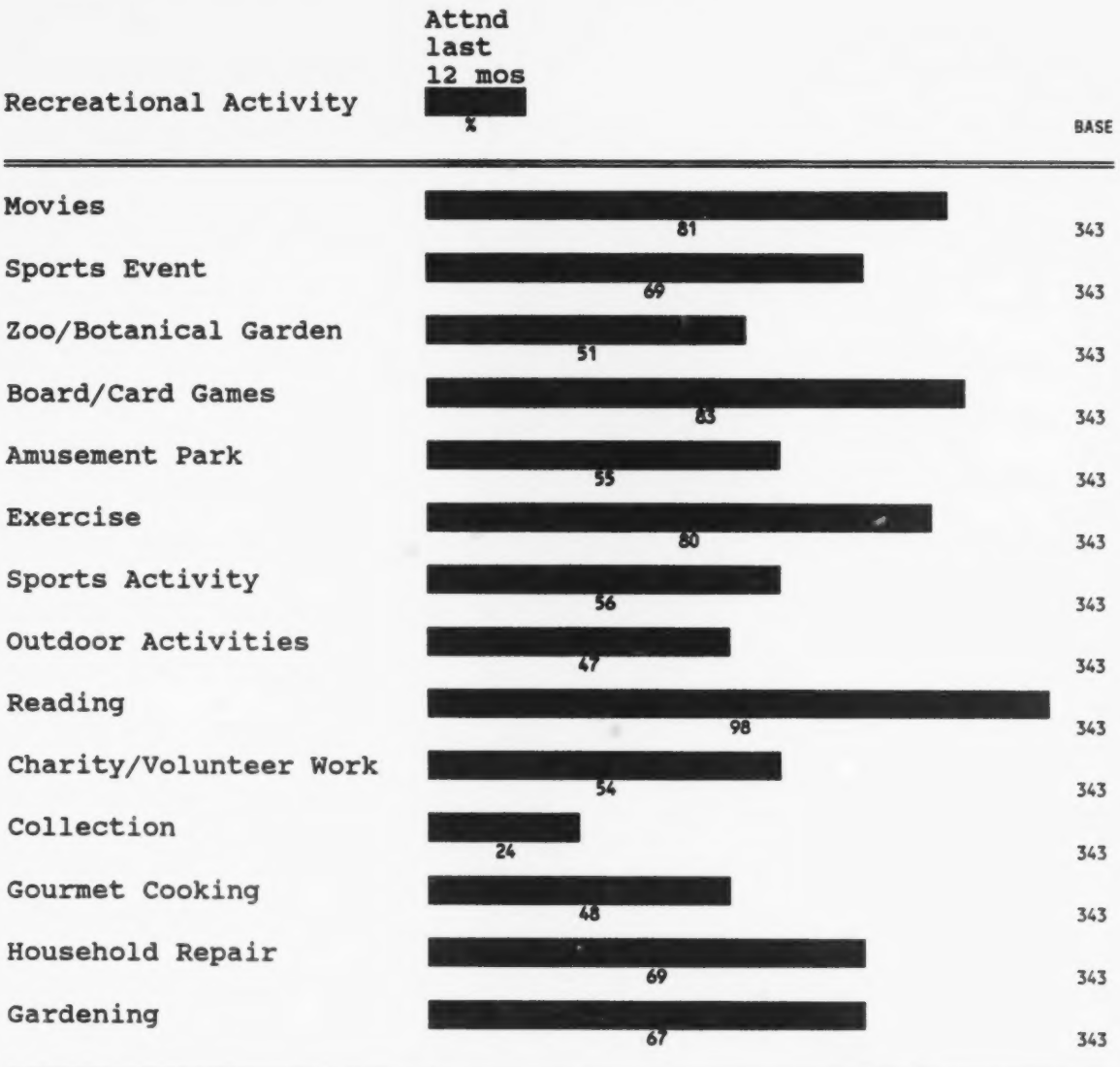
NON PERFORMANCE ARTS PARTICIPATION
Musical Theater and Operetta Attendees

Activity	Did in last 12 mos %	BASE
Visit a Museum	45	462
Visit a Historic Site	64	462
Read/Listen to Poetry	34	462
Visit Arts/Crafts Fair	68	462
Arts Lessons	21	462
Crafts Work	18	462
Needlework	40	462
Backstage/Adm Arts	10	462
Backstage/Adm Music	3	462
Creative Writing	13	462
Photography/Movies	18	462
Visual Arts	16	462

Among arts-related activities other than performing, Musical Theater and Operetta Attendees most often visit arts and crafts fairs, historical sites or museums or do needlework or similar crafts.

LIFESTYLE

RECREATIONAL LIFESTYLE
Musical Theater and Operetta Attendees



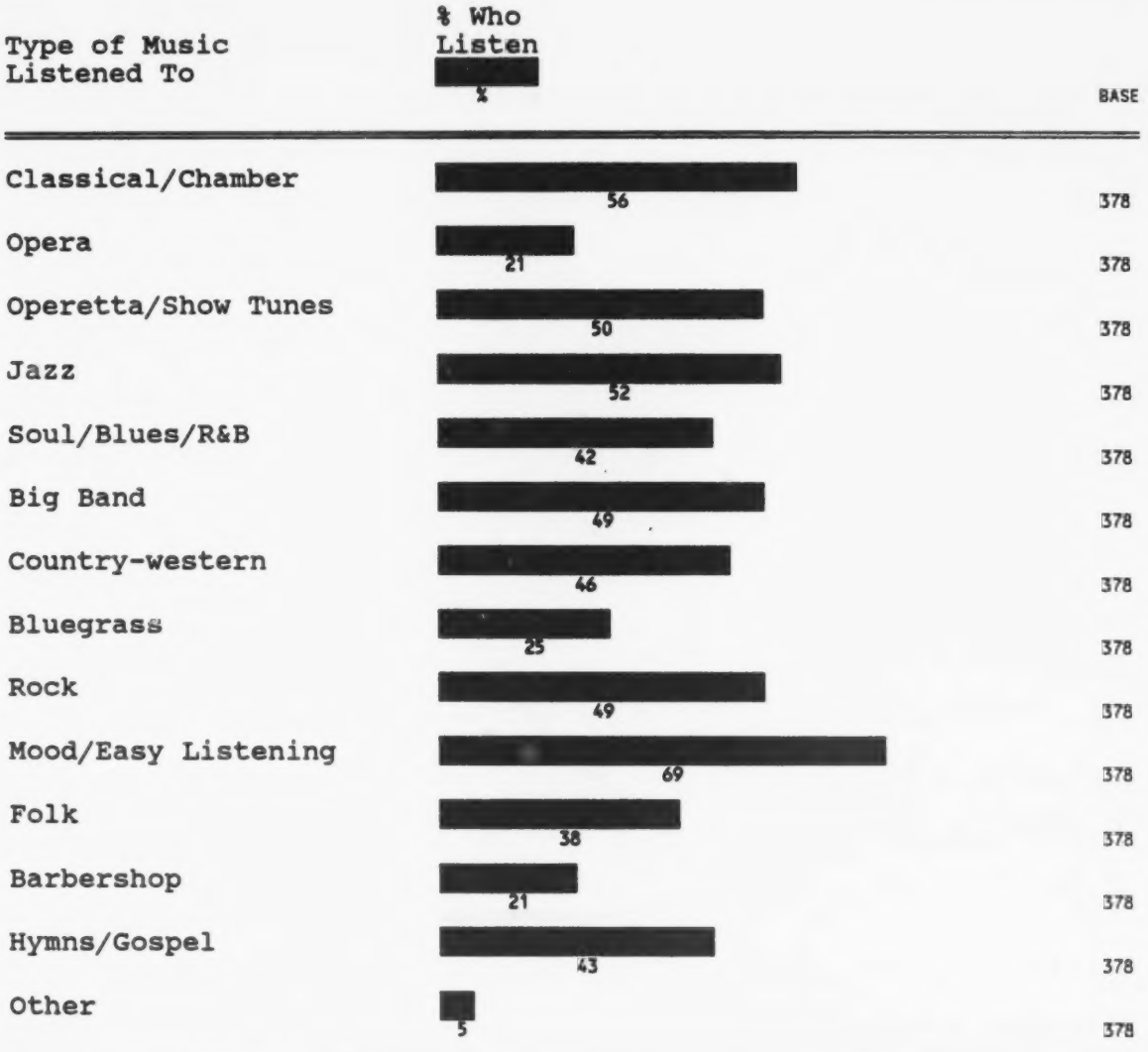
Musical Theater and Operetta Attendees say they also participate in a wide range of recreational activities, chiefly reading, playing board/card games, attending movies and exercising.

HOURS OF TELEVISION WATCHED IN AN AVERAGE DAY
1985 Respondents

Average Number of Hours	Attend Music Thtr	Non Attend MT/O	Non Attend Arts
BASES	365	439	1321
None	6 %	6 %	4 %
One hour	26	28	17
Two hours	28	27	27
Three to four hours	29	26	34
Five or more hours	10	13	18
DK/NA	0	0	0

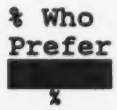
Arts attendees, whether of Musical Theater and Operetta or some other disipline say they watch, on average, roughly two hours of television per day. The television consumption of Non Attendees is marginally higher than those who do attend the arts.

MUSIC PREFERENCES
Musical Theater and Operetta Attendees



Attendees of Musical Theater and Operetta express a wide range of musical preferences, with most choosing mood/easy listening music, classical music and jazz as the music they like to listen to and the fewest choosing barbershop, opera and bluegrass.

FAVORITE TYPE OF MUSIC
Musical Theater and Operetta Attendees



		BASE
Classical/Chamber	14	358
Opera	1	358
Operetta/Show Tunes	4	358
Jazz	5	358
Soul/Blues/R&B	5	358
Big Band	7	358
Country-western	8	358
Bluegrass	0	358
Rock	16	358
Mood/Easy Listening	18	358
Folk	2	358
Barbershop	0	358
Hymns/Gospel	5	358
Other	2	358

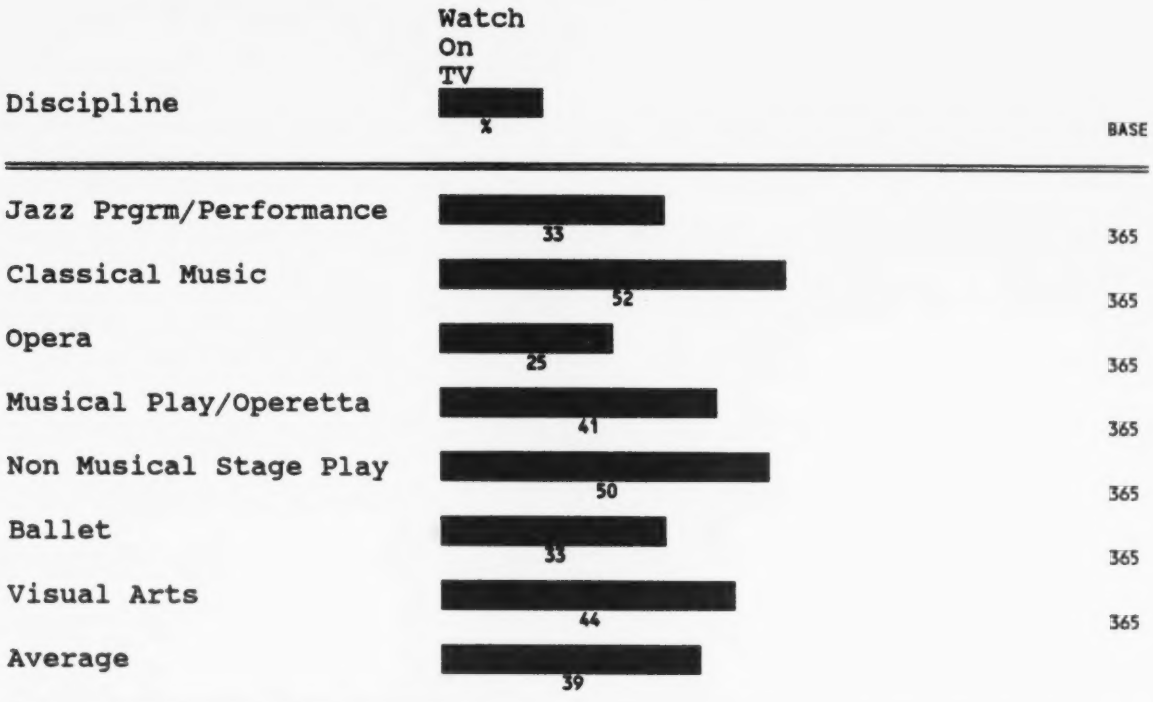
Musical Theater and Operetta Attendees show no overwhelming preference in the choice of their favorite kind of music, although they are more likely to prefer classical/chamber, rock or mood/easy listening music.

ARTS PROGRAMMING LISTENED TO ON RADIO IN LAST 12 MONTHS
Musical Theater and Operetta Attendees

Discipline	Listen On Radio %	BASE
Jazz Prgrm/Performance	35	365
Classical Music	43	365
Opera	15	365
Musical Play/Operetta	14	365
Non Musical Stage Play	10	365
Average	23	

About a third or more of Musical Theater and Operetta Attendees have listened to jazz or classical music on the radio during the past year.

ART PROGRAMMING WATCHED ON TV IN LAST 12 MONTHS
Musical Theater and Operetta Attendees



About half of Musical Theater and Operetta Attendees say they have watched classical music or a non-musical play on television, and about four in ten saw a musical play or operetta or a visual arts program during the past year. A third or fewer watched a jazz, opera or ballet program.

ART PROGRAMMING LISTENED TO ON RECORDS/TAPES IN LAST 12 MONTHS
Musical Theater and Operetta Attendees

Discipline		BASE
Jazz Prgrm/Performance	37	365
Classical Music	43	365
Opera	18	365
Musical Play/Operetta	25	365
Average	30	

Among Musical Theater and Operetta Attendees, roughly four in ten say they have listened to jazz or classical music on record or tape during the past year.

ARTS PROGRAMMING LISTENED TO ON THE RADIO IN LAST TWELVE MONTHS
Musical Theater and Operetta Non Attendees

Discipline	Listen On Radio %	BASE
Jazz Prgrm/Performance	30	439
Classical Music	39	439
Opera	13	439
Musical Play/Operetta	8	439
Non Musical Stage Play	33	439
Average	24	

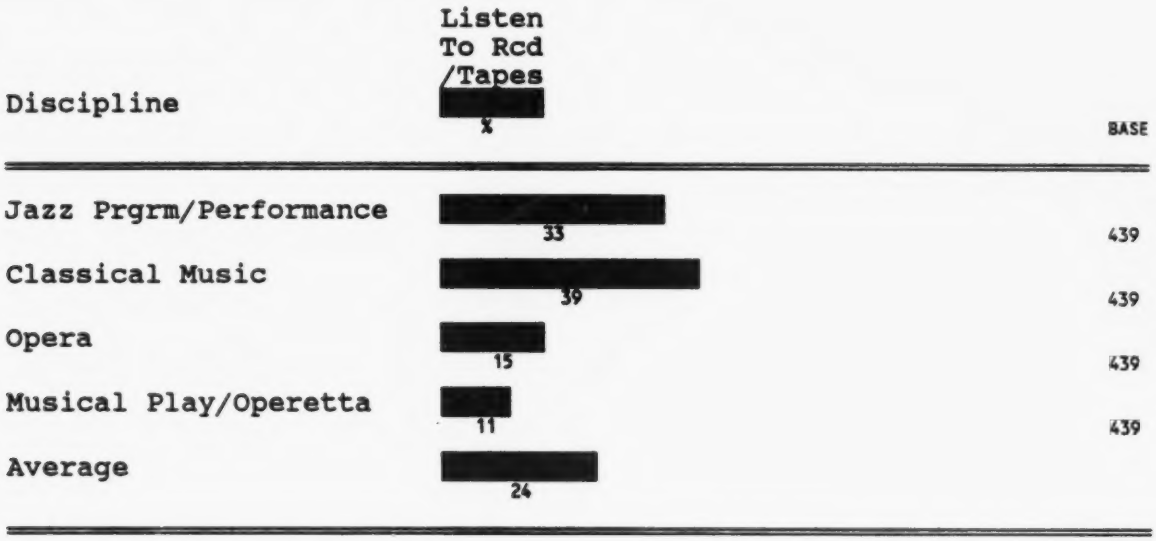
Roughly a third or more of those who attend arts activities other than musical theater and operetta have listened to jazz, classical music or a non-musical stage play on the radio.

ARTS PROGRAMMING WATCHED ON TV IN LAST 12 MONTHS
Musical Theater and Operetta Non Attendees

Discipline		BASE
Jazz Prgrm/Performance	29	439
Classical Music	39	439
Opera	21	439
Musical Play/Operetta	24	439
Non Musical Stage Play	33	439
Ballet	26	439
Visual Arts	40	439
Average	30	

Among those who attend arts activities other than musical theater and operetta, about four in ten watched a classical music or a visual arts program on television during the past year.

ARTS PROGRAMMING LISTENED TO ON RECORDS/TAPES IN LAST 12 MONTHS
Musical Theater and Operetta Non Attendees

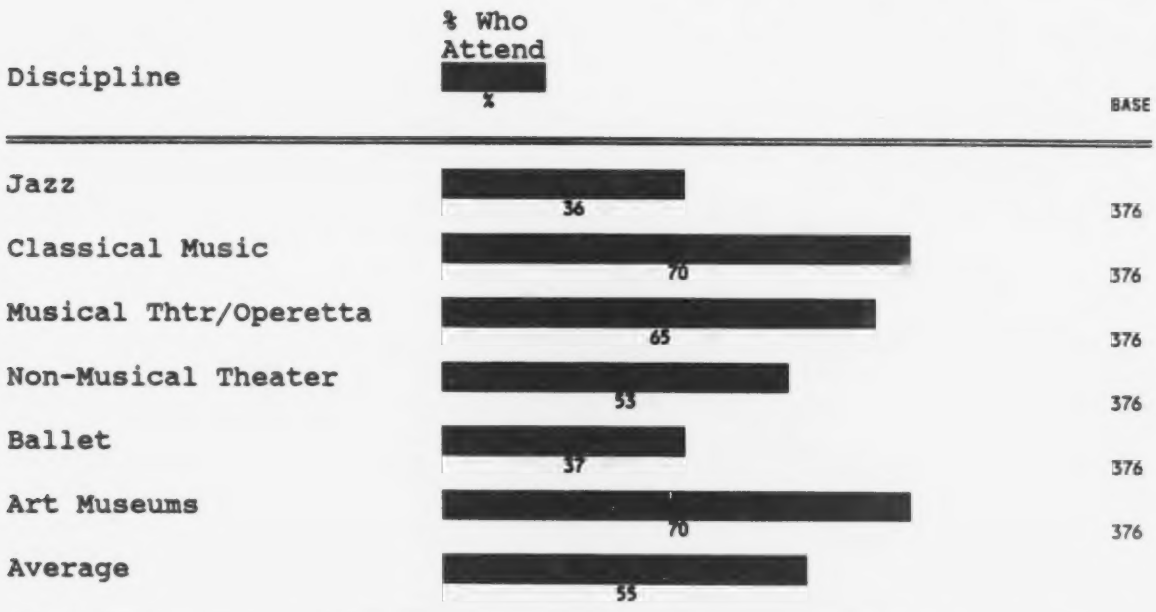


Among those who attend arts activities other than musical theater and operetta, roughly four in ten say they have listened to jazz or classical music on record or tape during the past year.

OPERA ATTENDEES

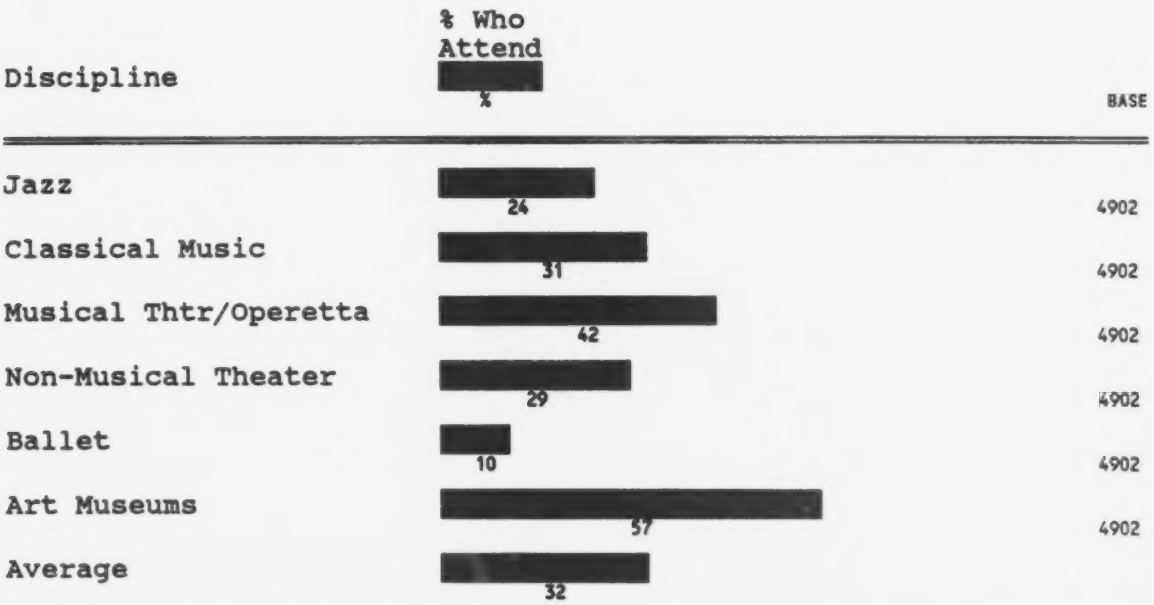
ATTENDANCE

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Attendees



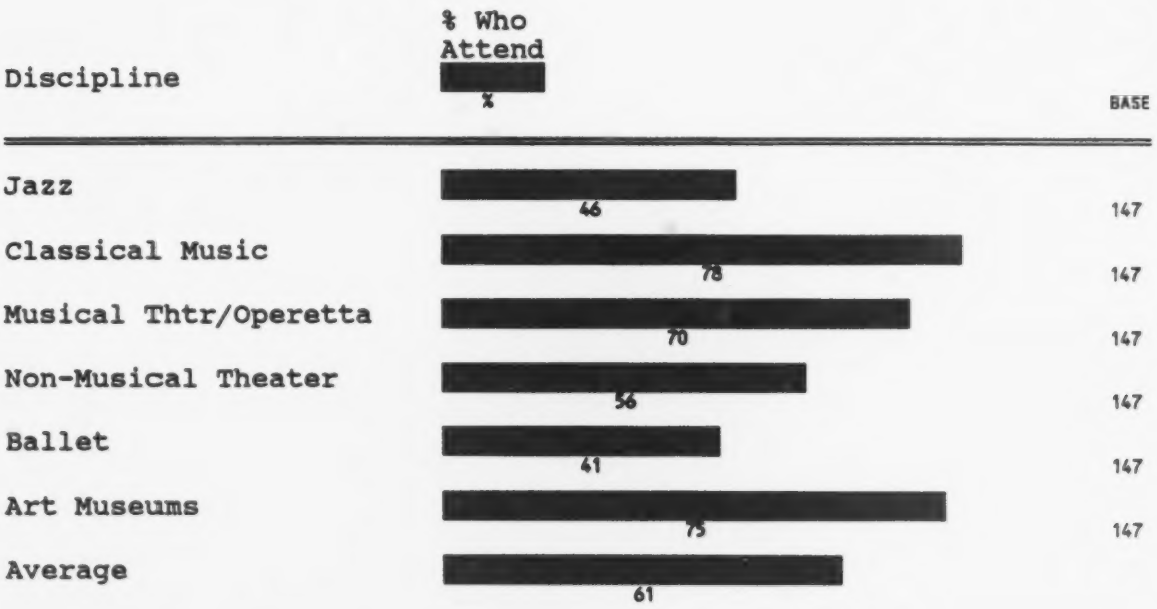
Opera Attendees are active arts participants; a majority attended classical music, musical theatre or operetta, non musical theatre or art museums.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Non Attendees



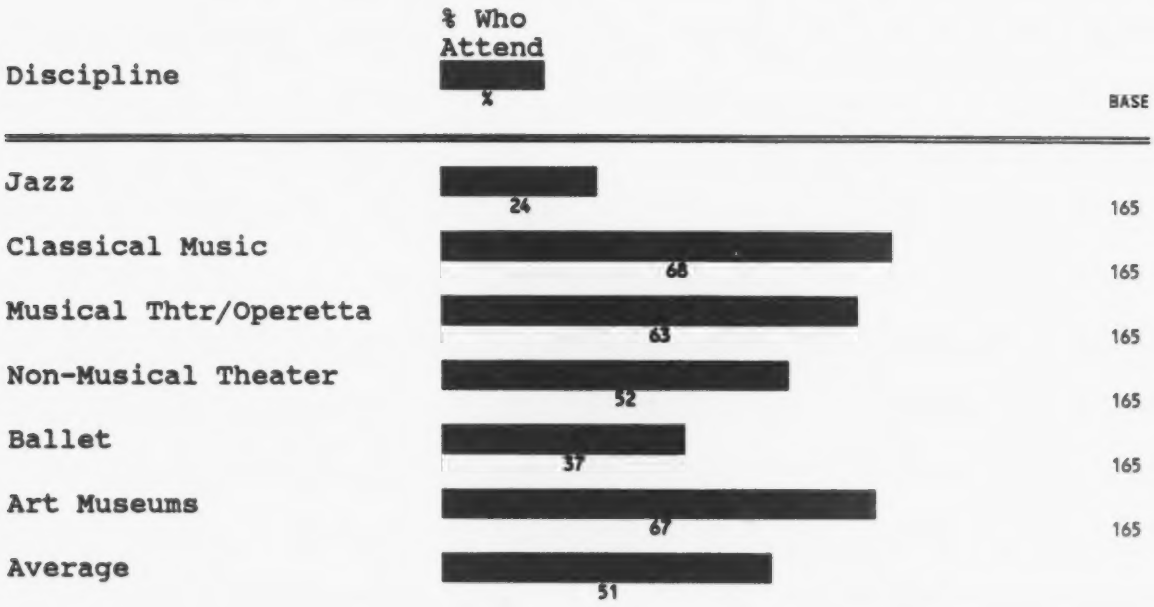
Those who attended arts activities other than opera generally attended art museums. A significant minority also attended musical theatre or operetta.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Urban Opera Attendees



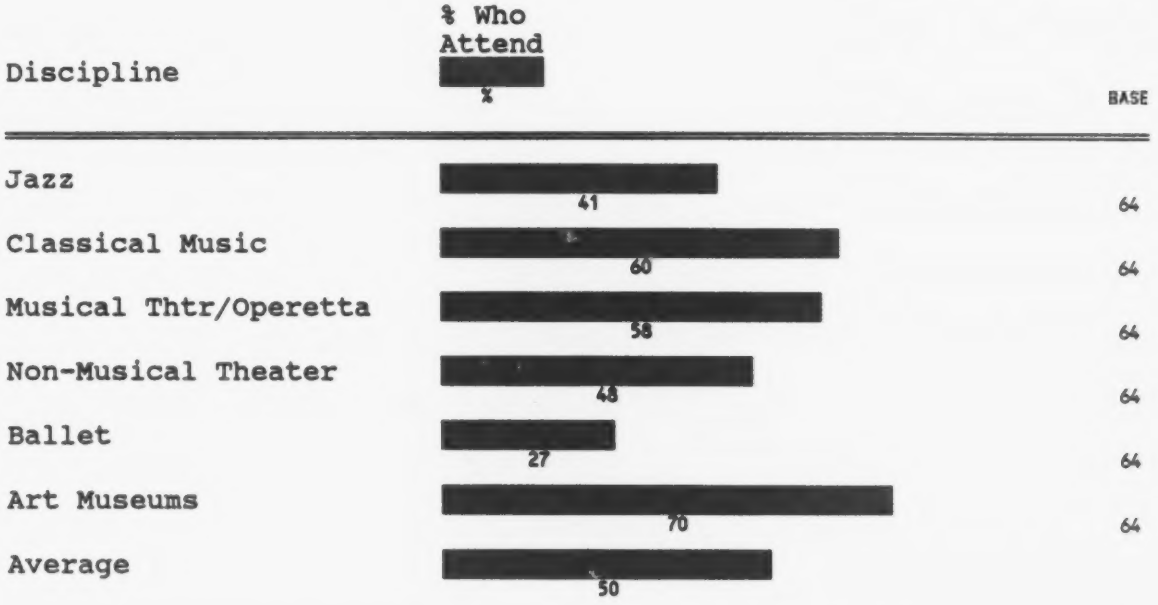
A majority of Urban Opera Attendees attended each of the arts activities rated except jazz and ballet, which were attended by roughly two in five Urban Opera Attendees.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Suburban Opera Attendees



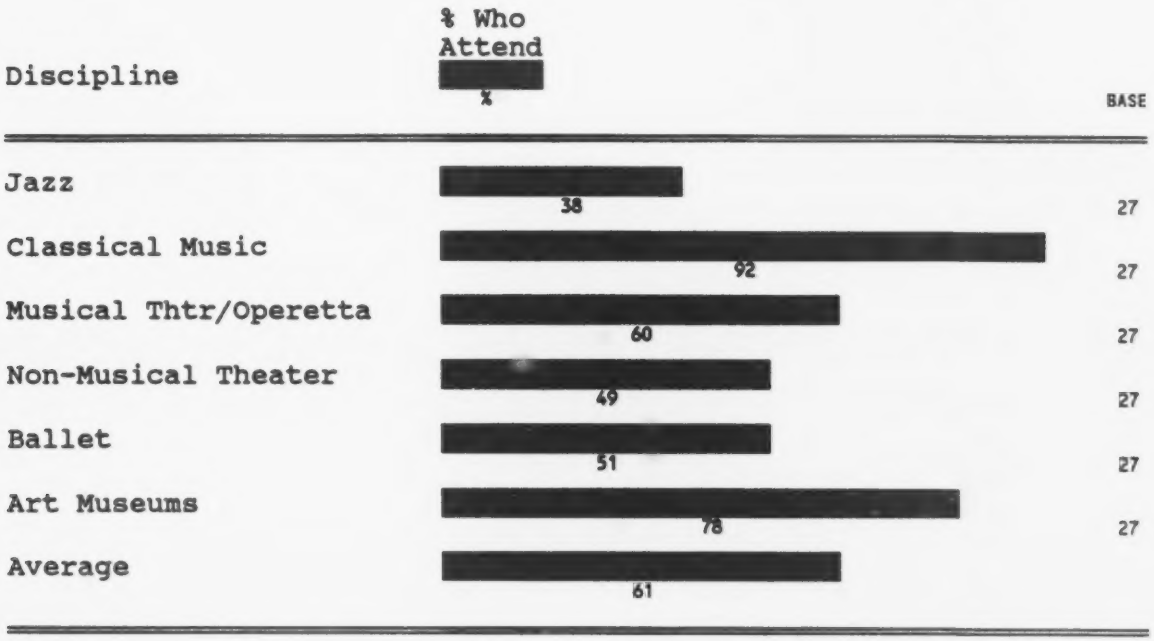
A majority of Suburban Opera Attendees attended each of the arts activities rated except jazz and ballet.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Rural Opera Attendees



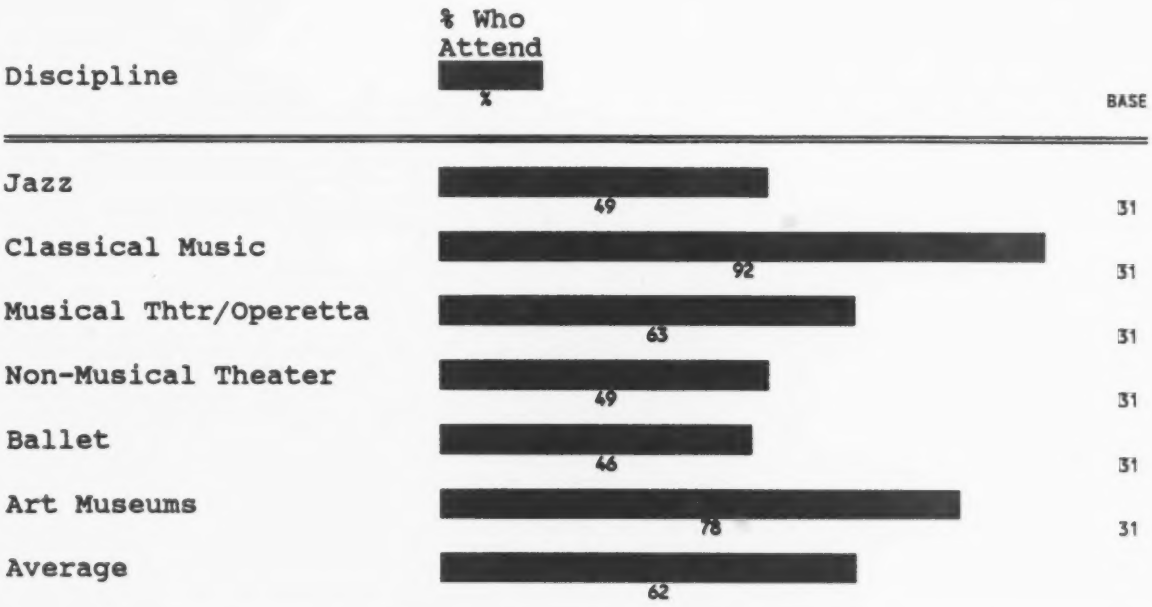
A majority of Rural Opera Attendees attended each of the arts activities rated except jazz, non musical theater and ballet.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Attendees



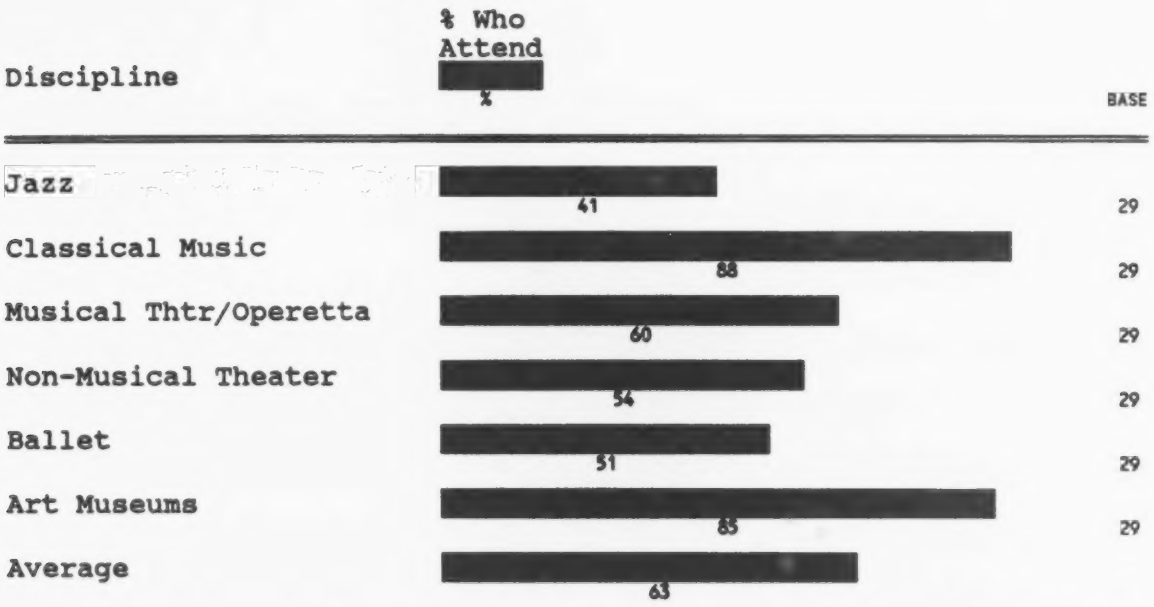
A majority of Opera Attendees who listen to the opera on the radio also attend most of the arts activities rated.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Attendees



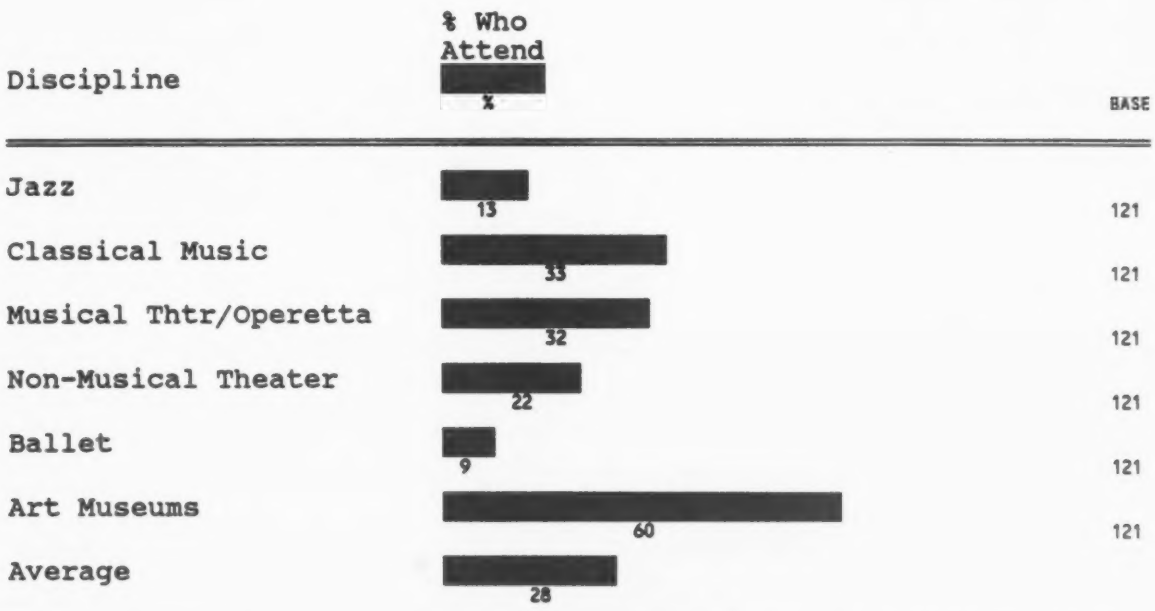
Roughly half or more of Opera Attendees who watch the opera on television also attend all of the arts activities rated.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Attendees



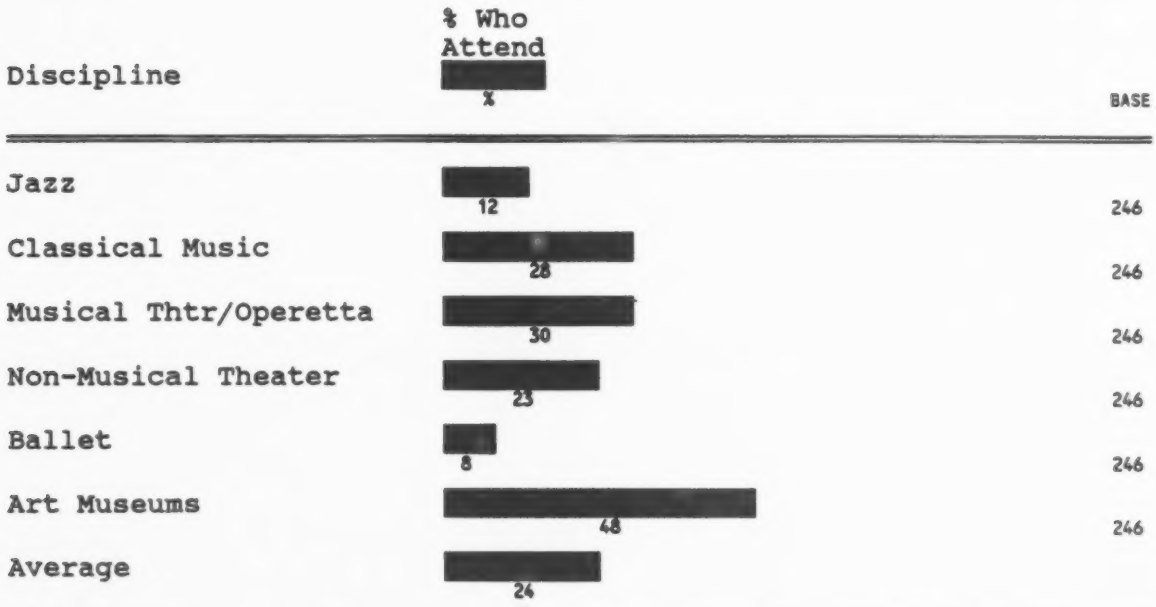
Roughly half or more of Opera Attendees who listen to the opera on recordings also attend all of the arts activities rated except jazz, for which attendance was only slightly lower.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Non Attendees



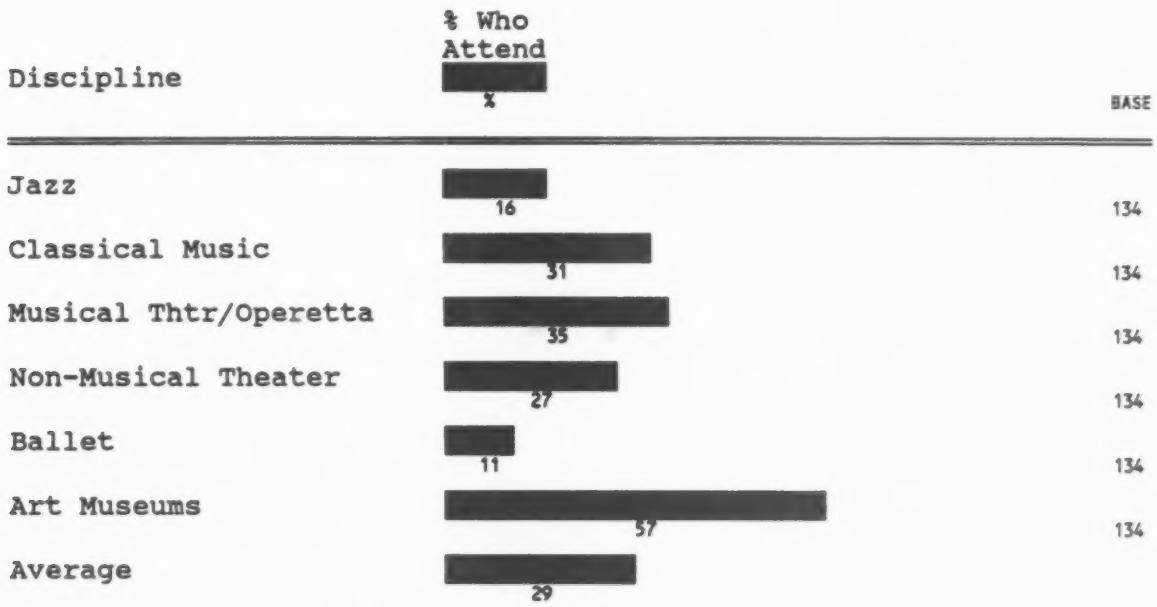
Among those who attend arts activities other than opera yet listen to the opera on the radio, overall arts attendance is relatively low, although about three in five visited an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Non Attendees



Among those who attend arts activities other than opera yet watch the opera on television, overall arts attendance is relatively low, although roughly half attended an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST TWELVE MONTHS
Opera Non Attendees



Among those who attend arts activities other than the opera yet listen to opera recordings, arts attendance is relatively low, although roughly three in five attended an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST MONTH
Opera Attendees

Discipline	4 or More Times %	2 or 3 Times %	Once %	BASE
Jazz	13		9	376
Classical Music	3	9	17	376
Opera	0	2	16	376
Musical Thtr/Operetta	1	5	15	376
Non-Musical Theater	2	2	9	376
Ballet	0	2	6	376
Art Museums	5	11	17	376
Average	1	4	12	

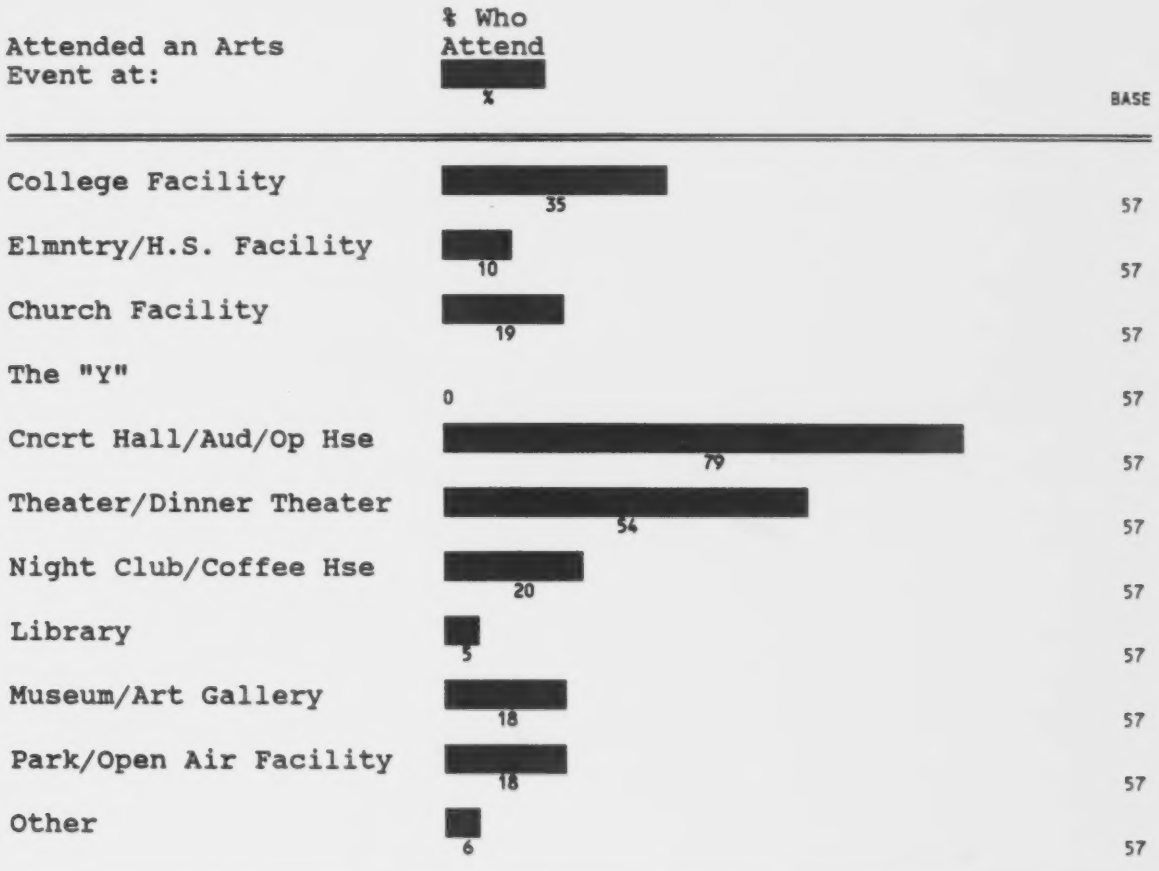
Those Opera Attendees who have attended an arts event during the past month are most likely to have seen a classical music, opera, musical theater/operetta performance or to have visited an art museum.

ATTENDANCE AT VARIOUS ART FORMS DURING THE PAST MONTH
Opera Non Attendees

Discipline	4 or More Times %	2 or 3 Times %	Once %	BASE
Jazz	0	2	5	4902
Classical Music	0	2	7	4902
Opera	0	0	0	4902
Musical Thtr/Operetta	0	2	9	4902
Non-Musical Theater	0	1	6	4902
Ballet	0	0	2	4902
Art Museums	1	4	12	4902
Average	0	1	5	

Those who attended arts activities other than opera have and attended during the past month are most likely to have visited an art museum.

OVERALL ARTS ATTENDANCE AT VARIOUS PERFORMANCE SPACES
Opera Attendees



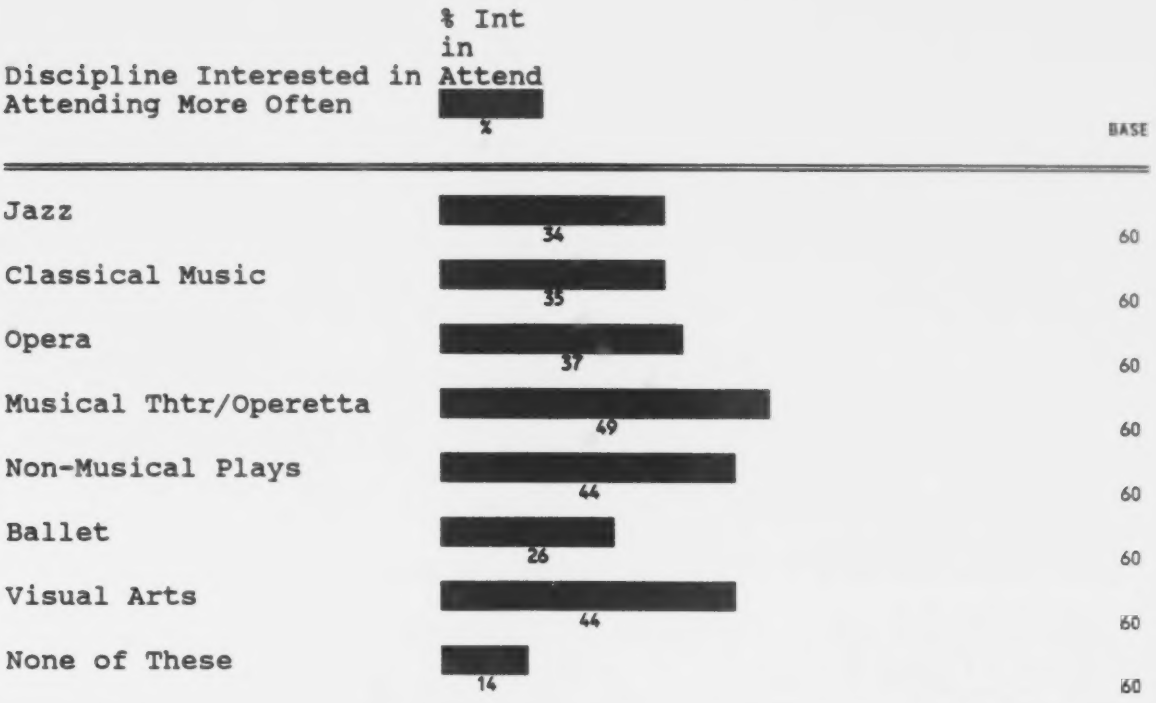
Opera Attendees are most likely to attend arts events at concert halls, auditoriums or opera houses, followed by theaters or dinner theaters.

OVERALL ARTS ATTENDANCE AT VARIOUS PERFORMANCE SPACES
Opera Non Attendees

Attended an Arts Event at:	% Who Attend	BASE
	%	
College Facility	18	628
Elmntry/H.S. Facility	10	628
Church Facility	10	628
The "Y"	0	628
Cncrt Hall/Aud/Op Hse	33	628
Theater/Dinner Theater	42	628
Night Club/Coffee Hse	13	628
Library	2	628
Museum/Art Gallery	7	628
Park/Open Air Facility	13	628
Other	4	628

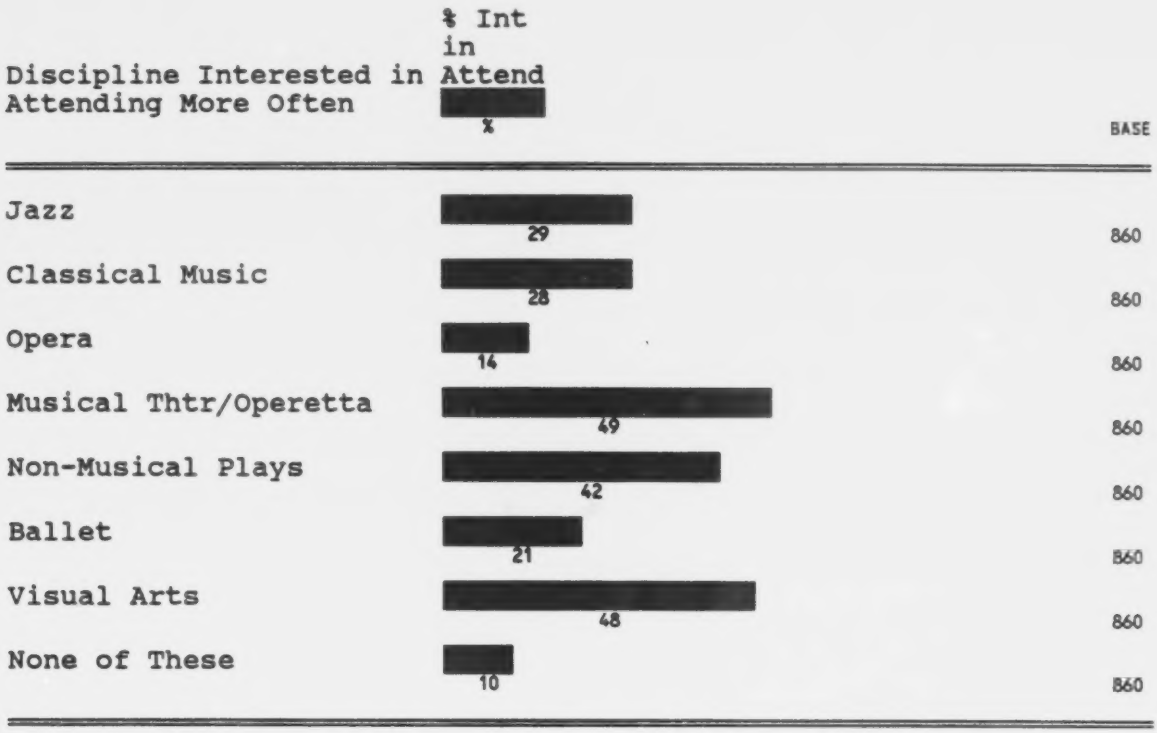
Those who attend arts activities other than opera are most likely to attend arts events at theaters, dinner theaters, concert halls, auditoriums or opera houses.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Opera Attendees



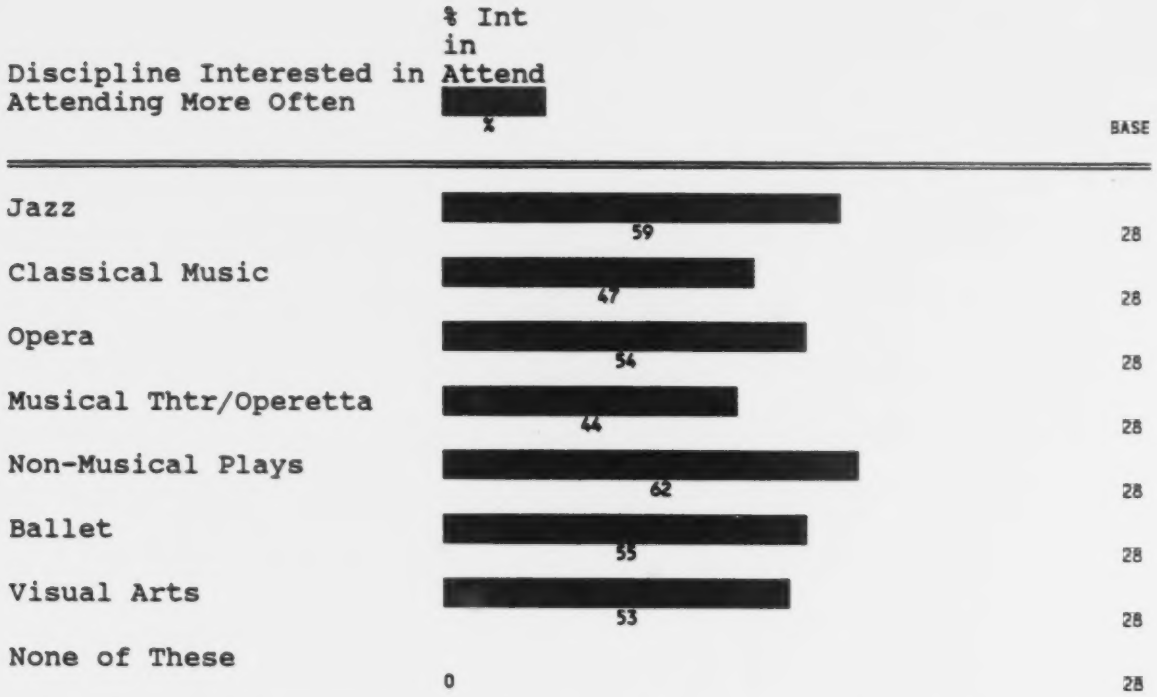
Significant minorities of Opera Attendees say they would like to attend more of every discipline except ballet.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Opera Non Attendees



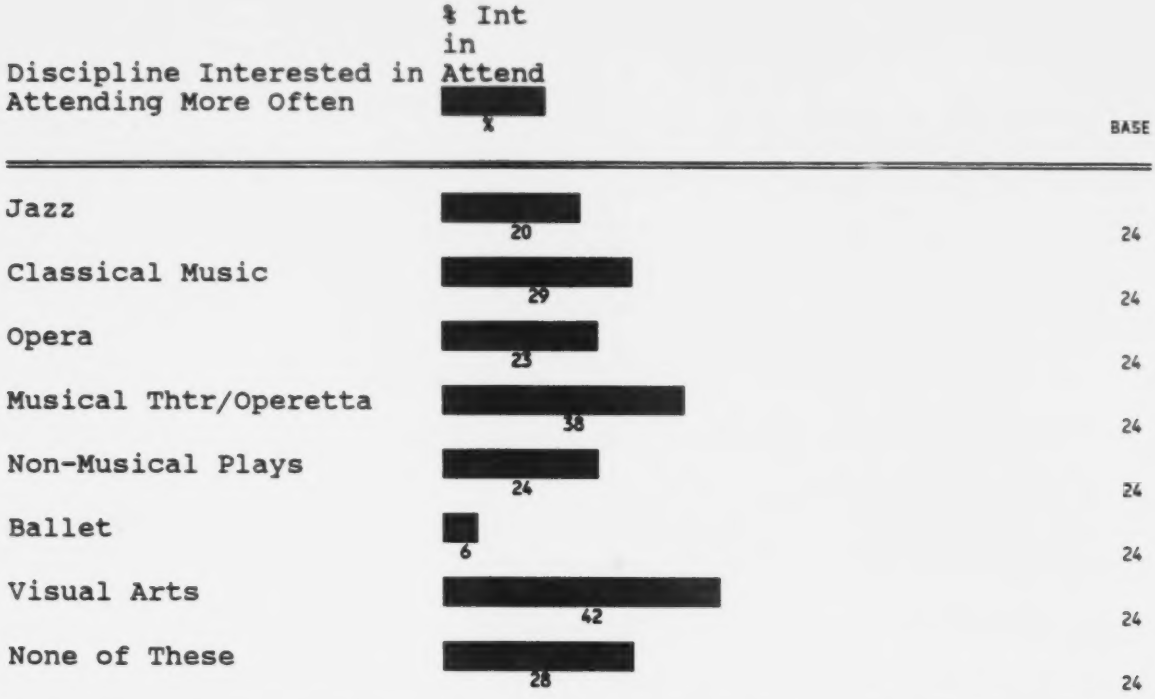
Significant minorities of those who attend arts activities other than opera say they would like to attend more musical theater, operetta, non-musical plays and visual arts events.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Urban Opera Attendees



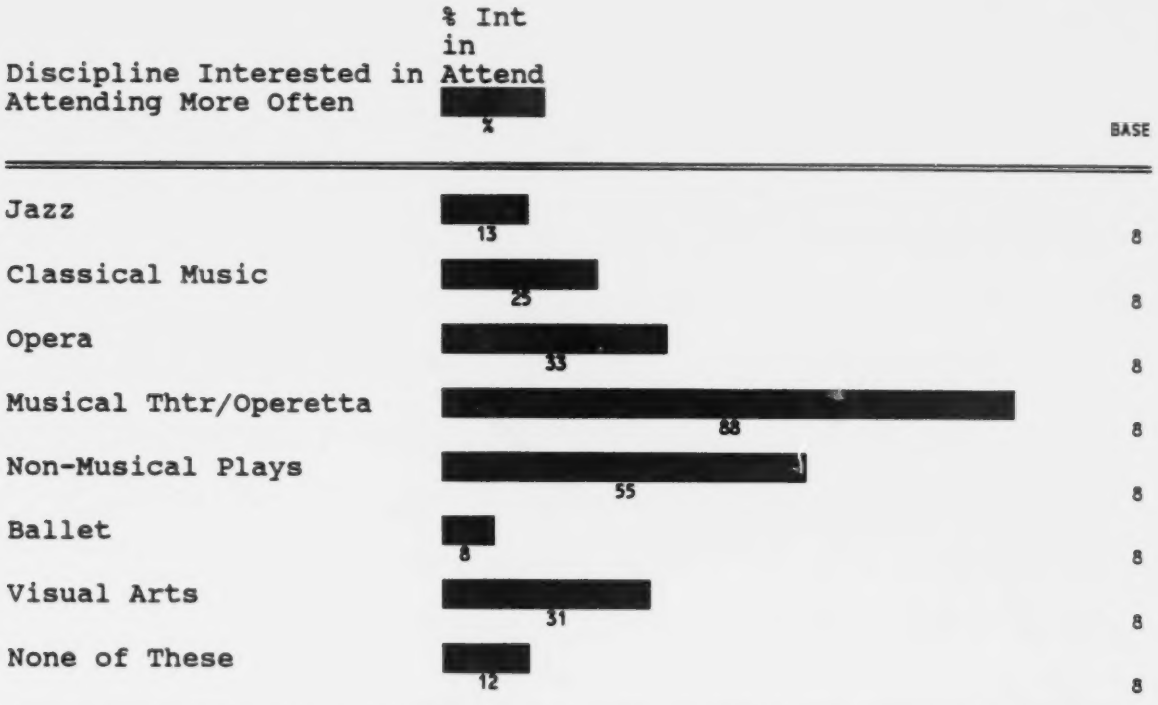
A majority of Urban Opera Attendees say they would like to attend more jazz, opera, non-musical plays, ballet and visual arts events.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Suburban Opera Attendees



Significant minorities of Suburban Opera Attendees say they would like to attend more musical theater and operetta and visual arts events.

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Rural Opera Attendees



A majority of Rural Opera Attendees say they would like to attend more musical theater and operetta and non-musical plays.

BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Opera Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Tickets Sold Out	0	23
Cost	40	23
Not Available	16	23
Feel Uncomfortable	0	23
No One To Go With	7	23
Babysitter Problems	0	23
Handicapped	0	23

BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Opera Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Age/Health Problem	0	23
Too Far To Go	18	23
Transp/Traffic/Parking	4	23
Fear of Crime	3	23
Poor Quality	0	23
Prefer to Watch TV	0	23
Don't Have Time	52	23
Procrastination	4	23
Other	20	23

Opera Attendees who would like to attend the opera more frequently most often cite lack of time, the cost of tickets and distance as the chief barriers to more frequent attendance.

BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Opera Non Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Tickets Sold Out	2	111
Cost	27	111
Not Available	20	111
Feel Uncomfortable	1	111
No One To Go With	9	111
Babysitter Problems	9	111
Handicapped	0	111

BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Opera Non Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Age/Health Problem	3	111
Too Far To Go	23	111
Transp/Traffic/Parking	12	111
Fear of Crime	3	111
Poor Quality	1	111
Prefer to Watch TV	2	111
Don't Have Time	37	111
Procrastination	19	111
Other	10	111

Those who attend arts activities other than opera and who would like to attend the opera more frequently most often cite lack of time, the cost of tickets, distance and lack of availability as the chief barriers to attendance.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Opera Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Tickets Sold Out	0	30
Cost	43	30
Not Available	7	30
Feel Uncomfortable	0	30
No One To Go With	8	30
Babysitter Problems	0	30
Handicapped	0	30

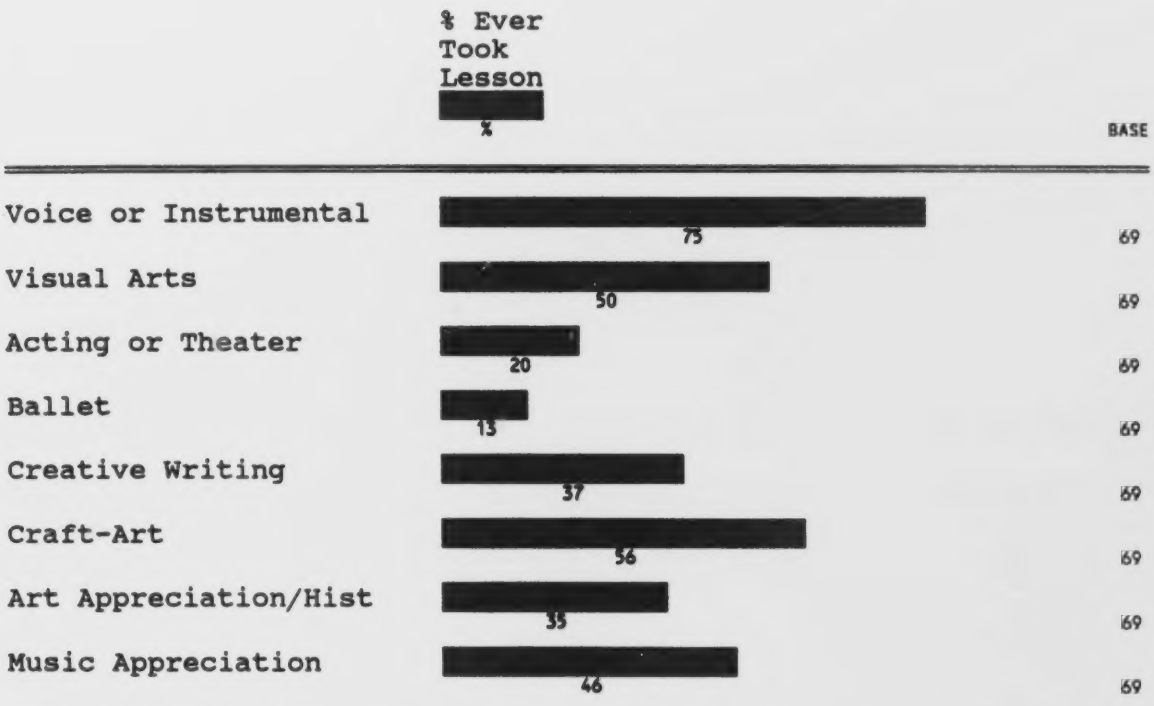
BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Opera Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	X	
Age/Health Problem	0	30
Too Far To Go	11	30
Transp/Traffic/Parking	0	30
Fear of Crime	3	30
Poor Quality	0	30
Prefer to Watch TV	0	30
Don't Have Time	49	30
Procrastination	10	30
Other	11	30

Opera Attendees who would like to attend musical theater and operetta more frequently most often cite lack of time and the cost of tickets as the chief barriers to more frequent attendance.

BACKGROUND

HISTORY OF LESSONS IN THE ARTS
Opera Attendees



The majority of Opera Attendees took voice or instrumental music or craft-arts lessons at some point in their lives. Significant minorities took creative writing, art appreciation or art history or music appreciation classes.

AGE VOICE OR INSTRUMENTAL LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	40 %	39 %	16 %
12-17	57	45	22
18-24	24	14	4
25 or Older	13	8	2

Among those who took voice or instrumental music lessons, Opera Attendees are more likely to have taken lessons as teenagers, as well as after age 18. Opera Attendees are considerably more likely than arts attendees who have not attended opera to have taken lessons as teenagers or adults.

AGE VISUAL ARTS LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	9 %	7 %	1 %
12-17	31	23	8
18-24	23	18	4
25 or Older	19	11	3

Among those who took visual arts lessons Opera Attendees are most likely to have taken lessons as teenagers and older. Opera Attendees are more likely than other arts attendees who ahve not attended Opera to have taken visual arts lessons at any age.

AGE ACTING/THEATER LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	4 %	2 %	0 %
12-17	16	12	3
18-24	8	7	1
25 or Older	4	2	0

Among those who took acting or theater lessons Opera Attendees generally did so between the ages of 12 and 17. Opera Attendees are somewhat more likely than other arts attendees who have not attended Opera to have taken acting or theater lessons up to age 18.

AGE BALLET LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	8 %	1 %	3 %
12-17	6	4	1
18-24	1	3	0
25 or Older	4	2	0

Among those who took ballet lessons, Opera Attendees generally did so up to age 18. Opera Attendees are less likely than other arts attendees who have not attended Opera to have taken ballet as children under 12.

AGE CREATIVE WRITING LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	1 %	2 %	0 %
12-17	16	16	4
18-24	19	20	3
25 or Older	11	5	1

Among those who took creative writing classes, Opera Attendees generally did so between the ages of 12 and 24. Those who attend any arts are about as likely to have taken creative writing classes at those same ages, and all are much more likely than Non Attendees to have taken such classes at all.

AGE CRAFT-ART LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	4 %	7 %	1 %
12-17	19	26	15
18-24	24	14	6
25 or Older	27	18	6

Among those who took craft or art lessons, Opera Attendees generally did so at age 12 or older, although they are less likely to have done so as teenagers and more likely to have done so later in life.

Those who attend arts other than opera are more likely to have taken such classes between the ages of 12 and 17, and less likely to have done so after.

AGE ARTS APPRECIATION LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	5 %	1 %	0 %
12-17	13	11	5
18-24	26	24	5
25 or Older	3	6	0

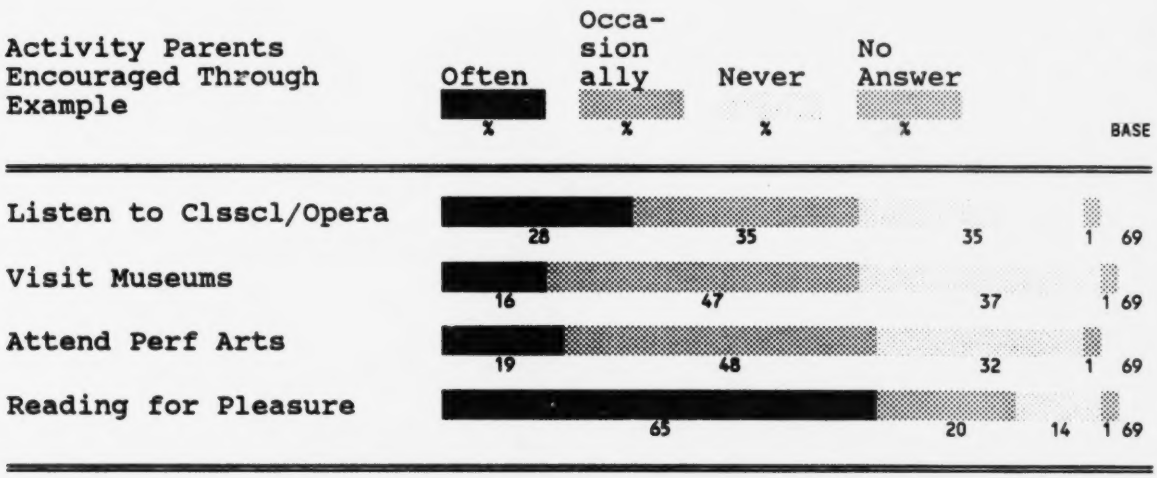
About one-fourth of arts attendees, whether of Opera or some other discipline, took classes in art appreciation at college age (18-24). Non Attendees are much less likely to have taken lessons in arts appreciation at any age.

AGE MUSIC APPRECIATION LESSONS WERE TAKEN
1985 Respondents

Age Lessons Were Taken	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
Under 12	6 %	3 %	1 %
12-17	18	16	6
18-24	29	20	4
25 or Older	5	3	0

About one-fifth of arts attendees who have not attended opera, and, one-third of Opera Attendees, took classes in music appreciation at college age (18-24). Only slightly less than 20% took lessons between 12 and 17. Non Attendees are much less likely to have taken lessons in music appreciation at any age.

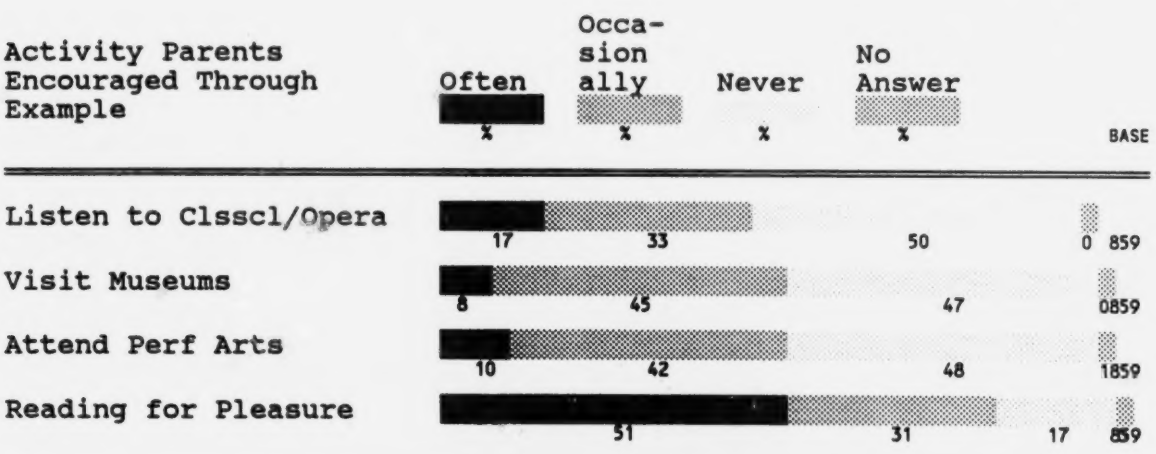
PARENTAL INFLUENCE
Opera Attendees



More than eight in ten Opera Attendees say that their parents or other adults in the household at least occasionally encouraged them to read for pleasure.

More than six in ten of these attendees say that their parents or other adults in the household listened to classical music or opera, took them to visit art museums or galleries or to plays, dance or classical music performances at least occasionally.

PARENTAL INFLUENCE
Opera Non Attendees



Among those who attend arts activities other than opera, more than eight in ten say that their parents or other adults in the household at least occasionally encouraged them to read for pleasure.

About half of these attendees say that their parents or other adults in the household listened to classical music or opera, took them to visit art museums or galleries or to plays, dance or classical music performances at least occasionally.

HIGHEST GRADE COMPLETED BY RESPONDENT'S FATHER
1985 Respondents

Grade Level	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
7th Grade or Less	13 %	11 %	23 %
8th Grade	15	10	13
9-11th Grade	12	9	8
12th Grade	21	30	21
Some College	9	11	4
College Grad	26	19	5
Don't Know	1	9	25
No Answer	3	1	1

The father of a Opera Attendee is more likely to have completed at least some college than the fathers of other arts attendees. All arts attendees are much more likely than Non Attendees to have a father who achieved the same amount of education.

HIGHEST GRADE COMPLETED BY RESPONDENT'S MOTHER
1985 Respondents

Grade Level	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	69	859	1444
7th Grade or Less	10 %	8 %	20 %
8th Grade	10	8	10
9-11th Grade	8	10	12
12th Grade	40	39	27
Some College	16	13	5
College Grad	11	15	4
Don't Know	1	7	19
No Answer	3	1	1

The mother of an arts attendee is significantly more likely to have completed at least some college than the mother of a Non Attendee.

ARTS PARTICIPATION

PERFORMED IN THE ARTS DURING THE LAST TWELVE MONTHS
Opera Attendees

Type of Public Performance	% Who Perfd [redacted] %	BASE
Instrumental Perf	7	376
Classical Music Perf	4	376
Jazz Performance	2	376
Acting/Singing/Dancing	11	376
Non Musical Roles	2	376
Musical Play/Operetta	3	376
Opera	0	376
Ballet	0	376

Few Opera Attendees participate in any type of public performance. Those who participate in an instrumental performance are more likely to perform classical music than jazz. Of those who participate by acting, singing or dancing, about half do so in plays, musical plays or operettas.

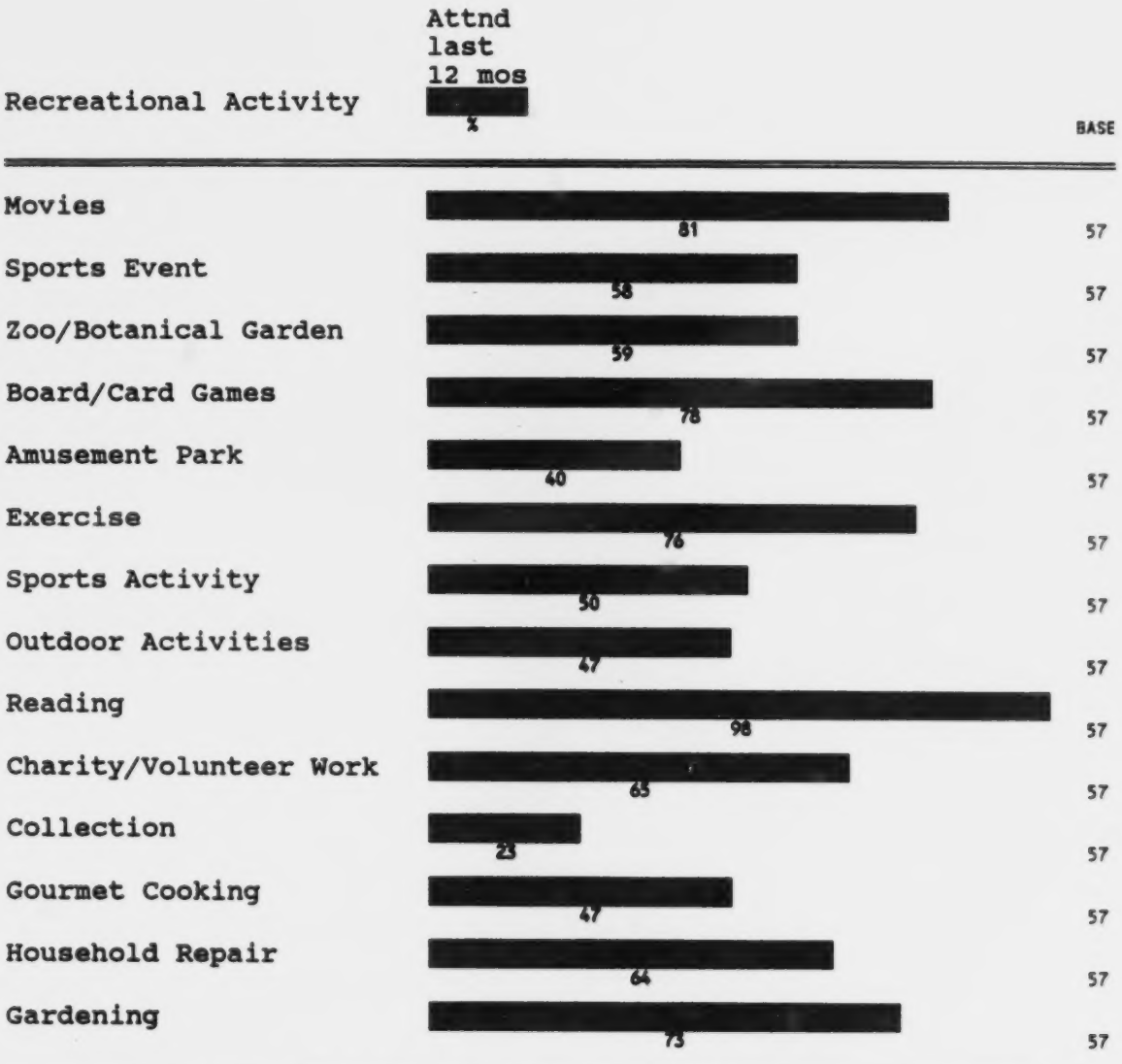
NON PERFORMANCE ARTS PARTICIPATION
Opera Attendees

Activity	Did last 12 mos %	BASE
Visit a Museum	53	77
Visit a Historic Site	71	77
Read/Listen to Poetry	38	77
Visit Arts/Crafts Fair	74	77
Arts Lessons	28	77
Crafts Work	16	77
Needlework	40	77
Backstage/Adm Arts	13	77
Backstage/Adm Music	4	77
Creative Writing	16	77
Photography/Movies	22	77
Visual Arts	24	77

Among arts-related activities other than performing, Opera Attendees most often visit arts and craft fairs, historic sites or museums or do needlework or similar crafts.

LIFESTYLE

RECREATIONAL LIFESTYLE
Opera Attendees



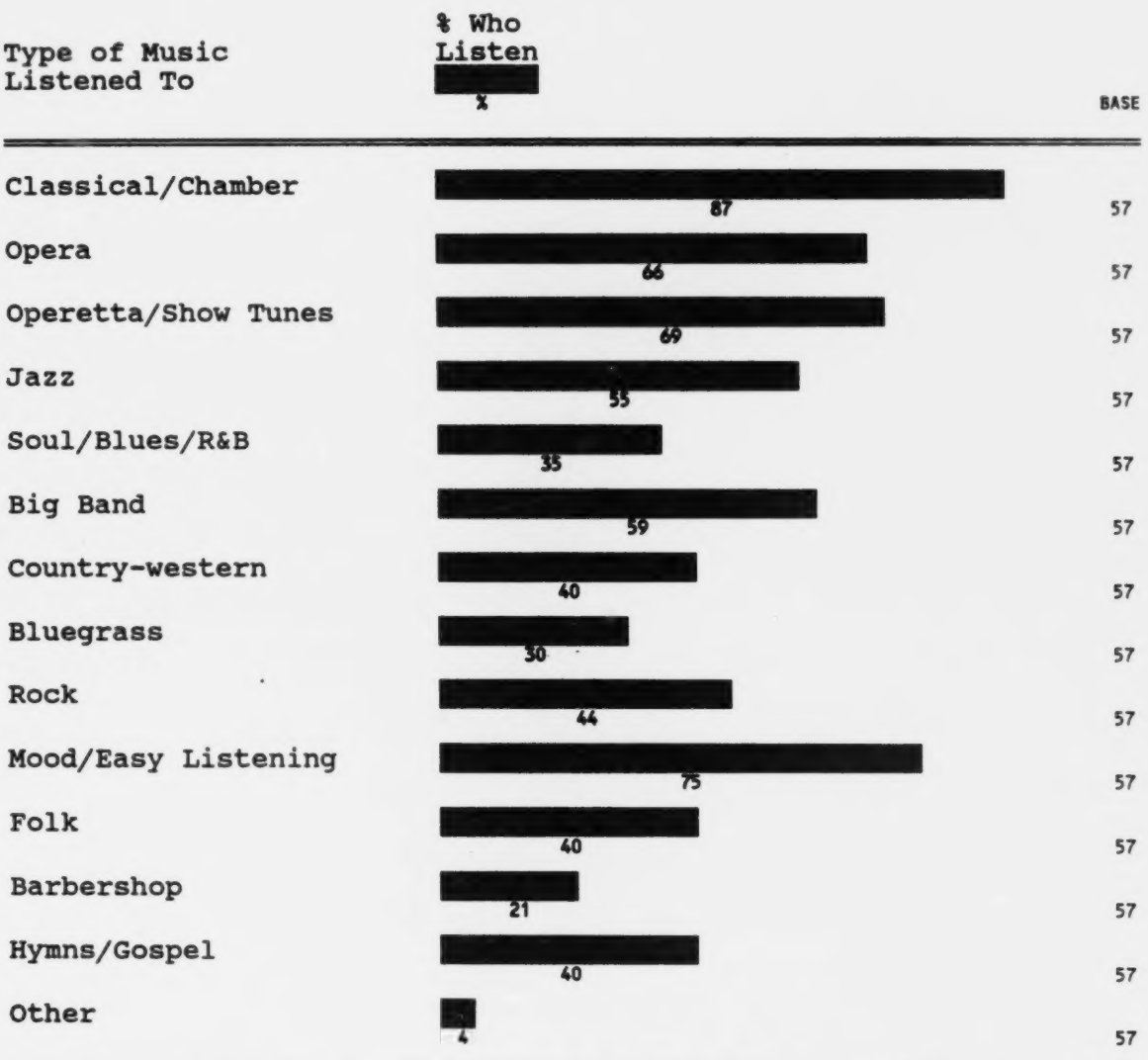
Opera Attendees say they also participate in a wide range of recreational activities, chiefly reading, attending movies, playing board/card games and exercising.

HOURS OF TELEVISION WATCHED IN AN AVERAGE DAY
1985 Respondents

Average Number of Hours	Attend Opera	Non Attend Opera	Non Attend Arts
BASES	56	747	1321
None	0 %	6 %	4 %
One hour	40	26	17
Two hours	34	27	27
Three to four hours	14	28	34
Five or more hours	10	12	18
DK/NA	2	0	0

Arts attendees, whether of Opera or some other discipline say they watch, on average, roughly two and one-half hours of television per day. The television consumption of Non Attendees is marginally higher than those who do attend the arts.

MUSIC PREFERENCES
Opera Attendees



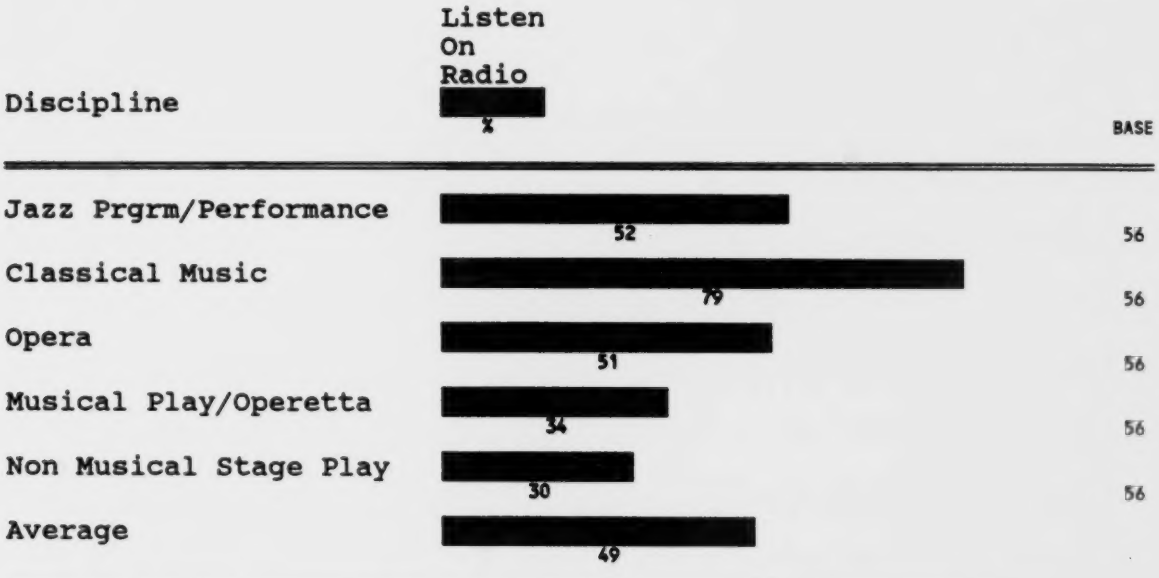
Opera Attendees express a wide range of musical preferences, most frequently citing classical/chamber music, mood/easy listening music, operetta/show tunes and opera as the music they like to listen to. Barbershop, bluegrass and soul/blues/rhythm and blues are cited least often.

FAVORITE TYPE OF MUSIC
Opera Attendees

	% Who Prefer	BASE
	%	
Classical/Chamber	31	57
Opera	0	57
Operetta/Show Tunes	2	57
Jazz	7	57
Soul/Blues/R&B	1	57
Big Band	4	57
Country-western	5	57
Bluegrass	0	57
Rock	9	57
Mood/Easy Listening	21	57
Folk	0	57
Barbershop	0	57
Hymns/Gospel	5	57
Other	0	57

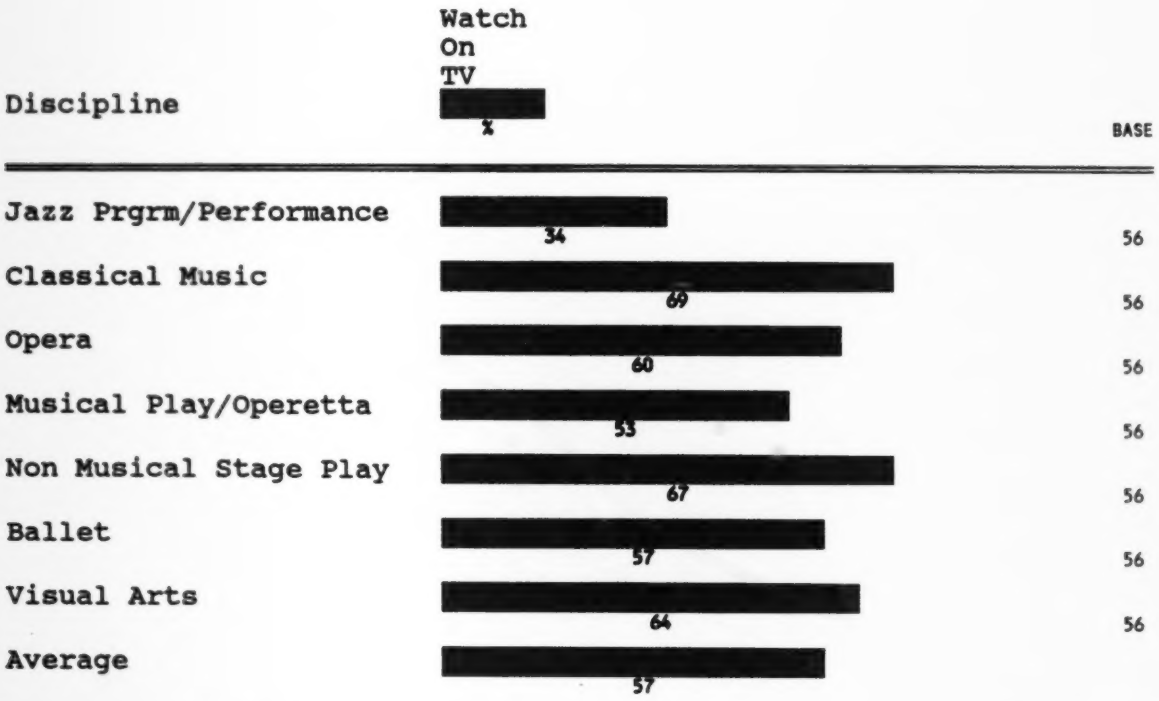
Opera Attendees generally choose classical/chamber or mood/easy listening music as their favorite.

ARTS PROGRAMMING LISTENED TO ON RADIO IN LAST 12 MONTHS
Opera Attendees



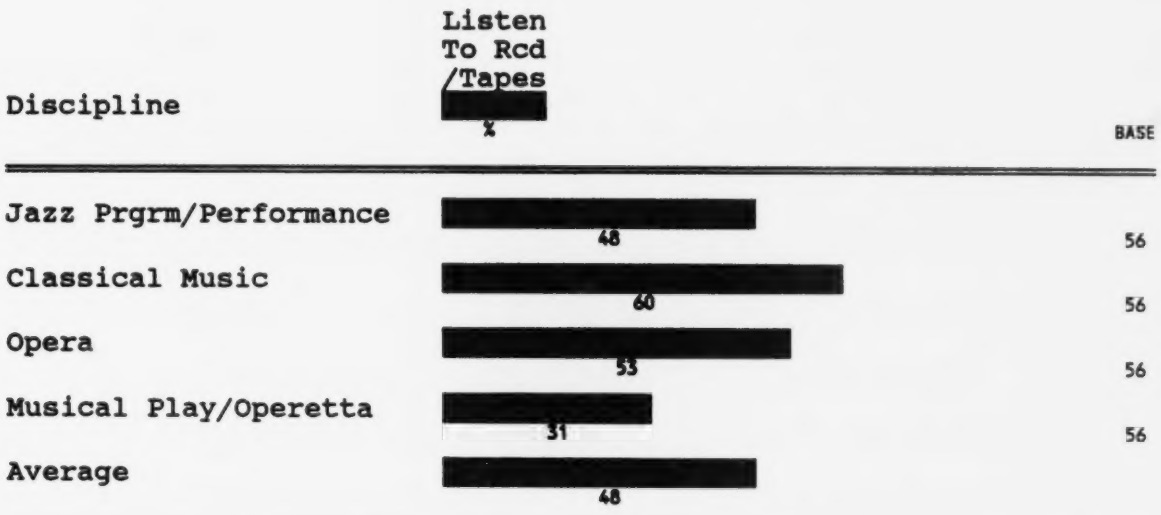
Roughly a third or more of Opera Attendees have listened to all of the programming rated on the radio during the past year, most often citing classical music, jazz, and opera.

ARTS PROGRAMMING WATCHED ON TV IN LAST 12 MONTHS
Opera Attendees



About half or more of Opera Attendees say they have watched all kinds of arts programming rated, with the exception of jazz.

ARTS PROGRAMMING LISTENED TO ON RECORDS/TAPES IN LAST 12 MONTHS
Opera Attendees



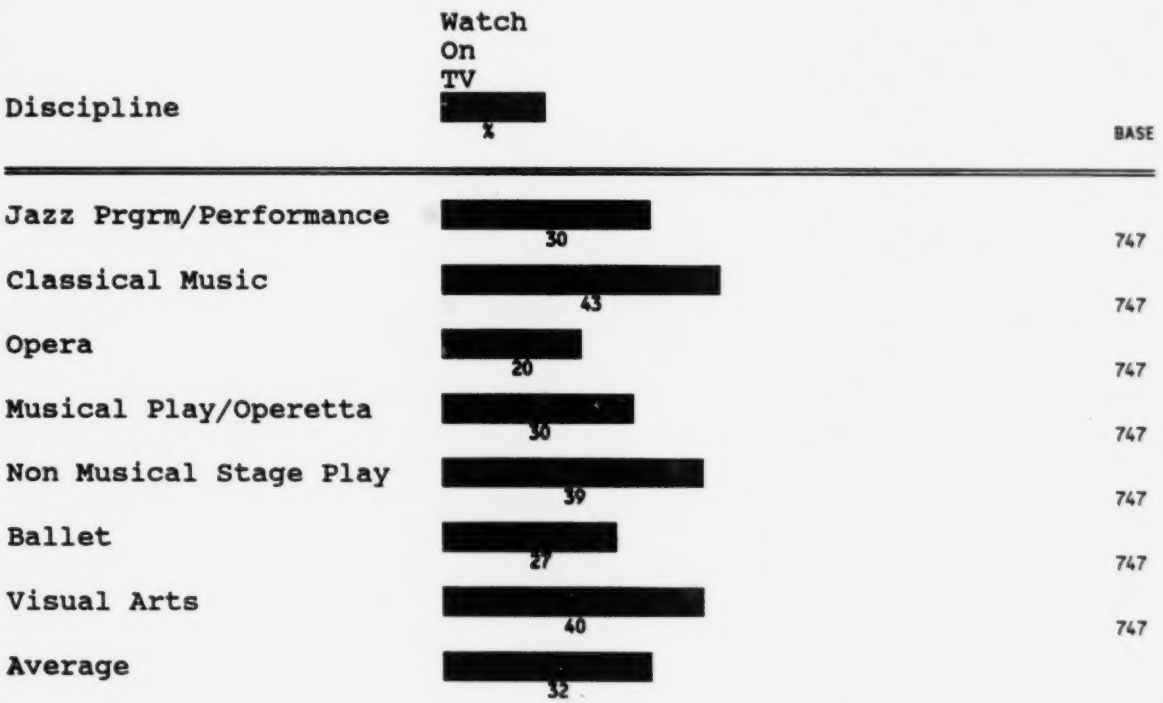
Among Opera Attendees, six in ten say they have listened to classical music and roughly five in ten say they have listened to jazz or opera on record or tape during the past year.

ARTS PROGRAMMING LISTENED TO ON RADIO IN LAST 12 MONTHS
Opera Non Attendees

Discipline	Listen On Radio %	BASE
Jazz Prgrm/Performance	31	747
Classical Music	38	747
Opera	11	747
Musical Play/Operetta	9	747
Non Musical Stage Play	7	747
Average	19	

Roughly a third or more of those who attend arts activities other than opera have listened to jazz or classical music on the ratio during the past year.

ARTS PROGRAMMING WATCHED ON TV IN LAST 12 MONTHS
Opera Non Attendees



Among those who attend arts activities other than Opera, about four in ten watched a classical music program, non musical play or visual arts program on television during the past year.

ARTS PROGRAMMING LISTED TO ON RECORDS/TAPES IN LAST 12 MONTHS
Opera Non Attendees

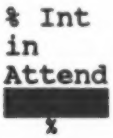
Discipline	Listen To Rcd /Tapes %	BASE
Jazz Prgrm/Performance	34	747
Classical Music	39	747
Opera	13	747
Musical Play/Operetta	17	747
Average	25	

Among those who attend arts activities other than opera, four in ten say they have listened to classical music and somewhat fewer say they have listened to jazz on record or tape during the past year.

NON ARTS ATTENDEES

ATTENDANCE

INTEREST IN ATTENDING DISCIPLINES MORE OFTEN
Non Arts Attendees



Discipline Interested in Attending More Often	%	BASE
Jazz	13	1435
Classical Music	9	1435
Opera	4	1435
Musical Thtr/Operetta	17	1435
Non-Musical Plays	13	1435
Ballet	7	1435
Visual Arts	20	1435
None of These	56	1435

Among Non Attendees, roughly two in ten say they would like to attend musical theater or operetta or visual arts events; one in ten would like to attend classical music, non-musical plays or ballet. Fewer than one in ten express a desire to attend opera.

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Non Arts Attendees

Barriers to Attendance	% Who Cite Barr %	BASE
Tickets Sold Out	0	256
Cost	36	256
Not Available	12	256
Feel Uncomfortable	1	256
No One To Go With	5	256
Babysitter Problems	11	256
Handicapped	0	256

BARRIERS TO MORE FREQUENT MUSICAL THEATER/OPERETTA ATTENDANCE
Non Arts Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Age/Health Problem	7	256
Too Far To Go	15	256
Transp/Traffic/Parking	9	256
Fear of Crime	4	256
Poor Quality	1	256
Prefer to Watch TV	5	256
Don't Have Time	33	256
Procrastination	11	256
Other	11	256

Non Attendees who would like to attend musical theater and operetta most frequently cite the cost of tickets, lack of time and distance as the chief barriers to attendance.

BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Non Arts Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Tickets Sold Out	0	51
Cost	54	51
Not Available	5	51
Feel Uncomfortable	4	51
No One To Go With	1	51
Babysitter Problems	11	51
Handicapped	0	51

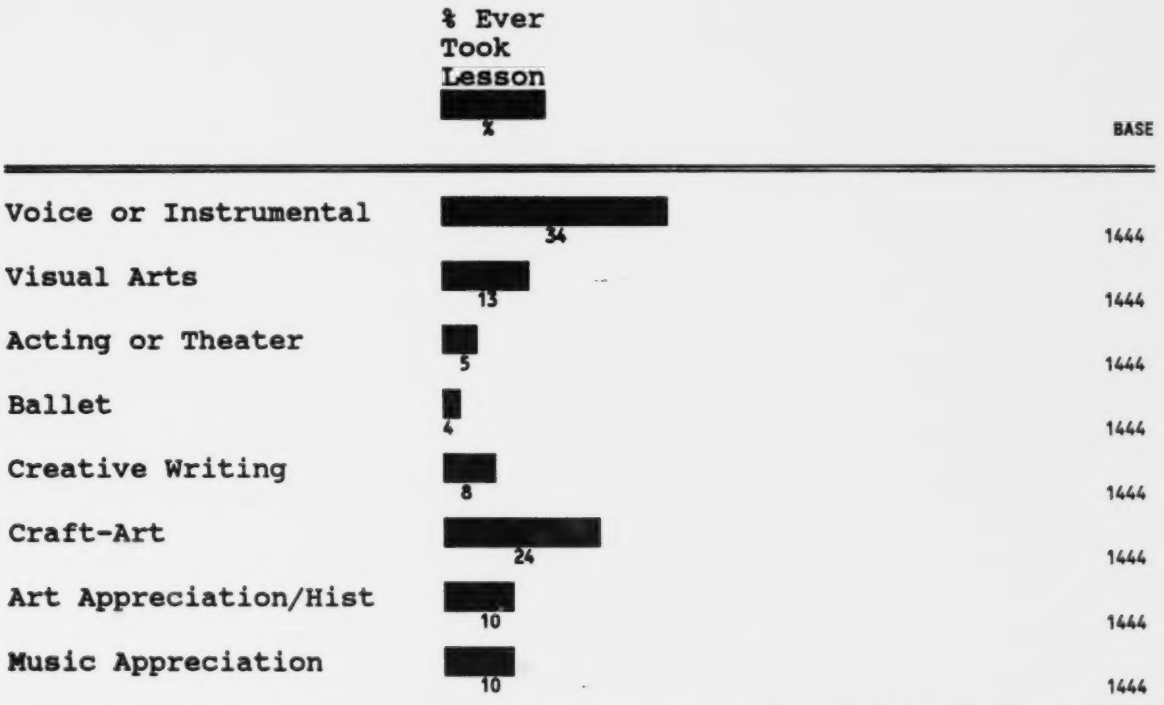
BARRIERS TO MORE FREQUENT OPERA ATTENDANCE
Non Arts Attendees

Barriers to Attendance	% Who Cite Barr	BASE
	%	
Age/Health Problem	7	51
Too Far To Go	23	51
Transp/Traffic/Parking	16	51
Fear of Crime	5	51
Poor Quality	0	51
Prefer to Watch TV	0	51
Don't Have Time	27	51
Procrastination	6	51
Other	11	51

Non Attendees who would like to attend the opera most frequently cite the cost of tickets, lack of time and distance as the chief barriers to attendance.

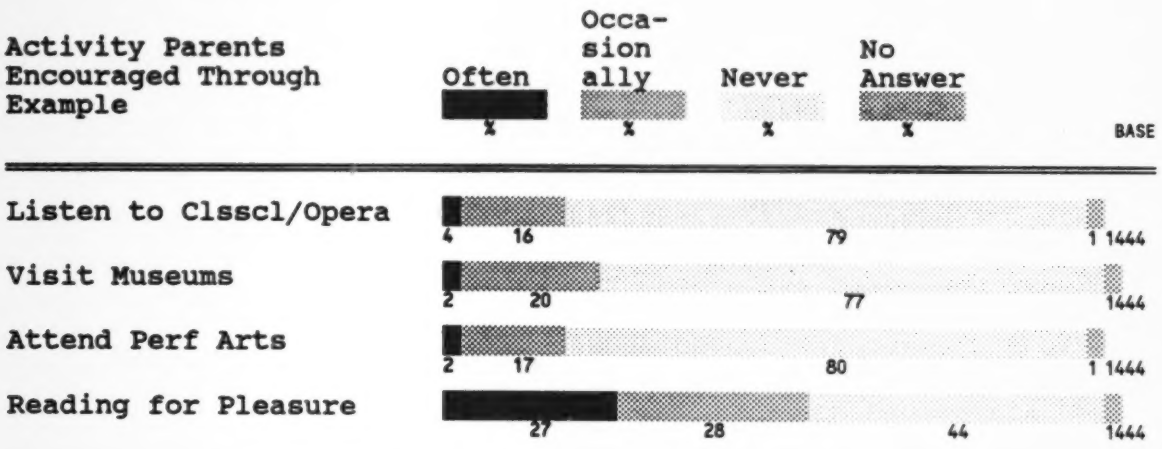
BACKGROUND

HISTORY OF LESSONS IN THE ARTS
Non Arts Attendees



While significant minorities of Non Attendees took lessons in voice or instrumental music or craft-arts at some point in their lives, few took classes or lessons in other areas.

PARENTAL INFLUENCE
Non Arts Attendees



While a majority of Non Attendees were encouraged to read for pleasure at least occasionally, only about two in ten say that their parents or other adults in the household listened to classical music or opera, took them to visit art museums or galleries or to plays, dance or classical music performances at least occasionally.

ARTS PARTICIPATION

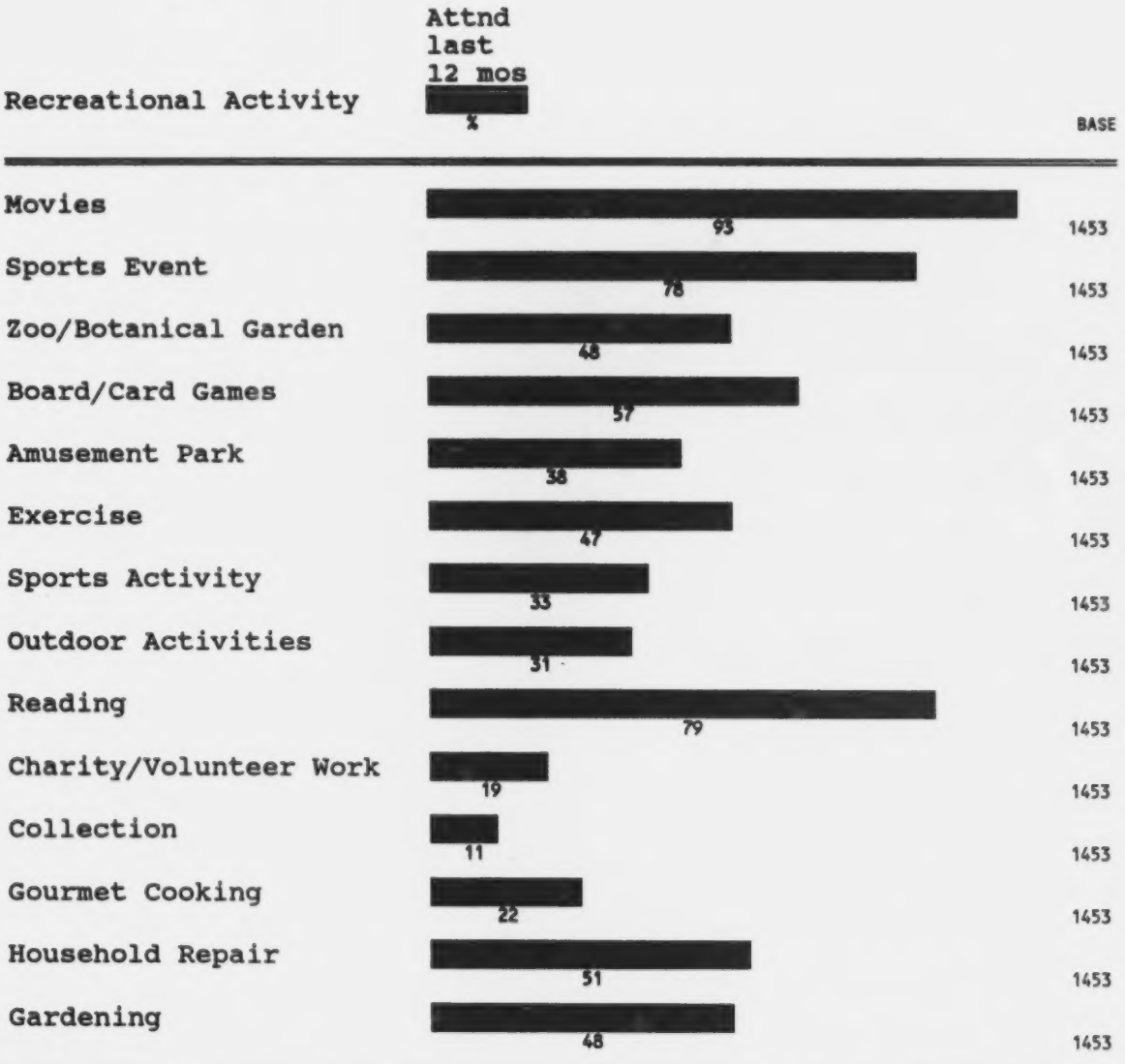
NON PERFORMANCE ARTS PARTICIPATION
Non Arts Attendees

Activity	Did last 12 mos %	BASE
Visit a Museum	10	1436
Visit a Historic Site	19	1436
Read/Listen to Poetry	10	1436
Visit Arts/Crafts Fair	24	1436
Arts Lessons	5	1436
Crafts Work	6	1436
Needlework	21	1436
Backstage/Adm Arts	1	1436
Backstage/Adm Music	0	1436
Creative Writing	2	1436
Photography/Movies	4	1436
Visual Arts	5	1436

Among arts-related activities other than performing, few Non Attendees participate. Those who do most frequently cite visits to arts and crafts fairs, historic sites or doing needlework or similar crafts.

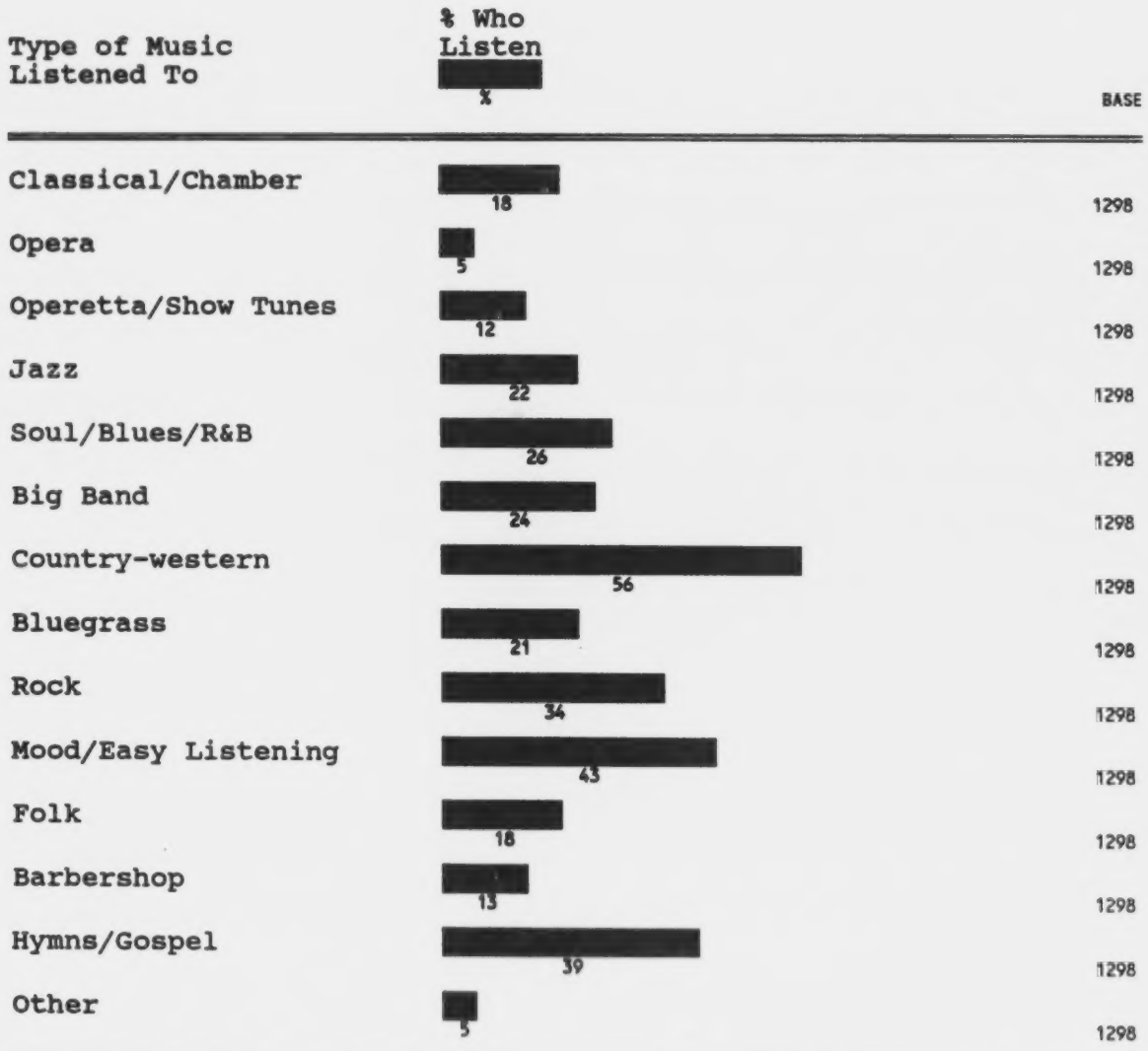
LIFESTYLE

RECREATIONAL LIFESTYLE
Non Arts Attendees



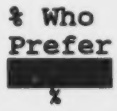
Non Attendees say they participate in a wide range of recreational activities, chiefly attending movies, reading and attending sports events.

MUSIC PREFERENCES
Non Arts Attendees



Non Attendees most frequently say they like to listen to country and western music, followed by mood/easy listening and hymns/gospel music.

FAVORITE TYPE OF MUSIC
Non Arts Attendees



	%	BASE
Classical/Chamber	4	988
Opera	1	988
Operetta/Show Tunes	1	988
Jazz	3	988
Soul/Blues/R&B	6	988
Big Band	6	988
Country-western	25	988
Bluegrass	1	988
Rock	16	988
Mood/Easy Listening	11	988
Folk	1	988
Barbershop	0	988
Hymns/Gospel	10	988
Other	3	988

Non Attendees show no overwhelming preference in the choice of their favorite kind of music, although they are more likely to prefer country and western, rock, mood/easy listening or hymns/gospel music.

ARTS PROGRAMMING LISTENED TO ON THE RADIO IN LAST TWELVE MONTHS
Non Arts Attendees

Discipline	Listen On Radio %	BASE
Jazz Prgrm/Performance	9	1321
Classical Music	9	1321
Opera	2	1321
Musical Play/Operetta	1	1321
Non Musical Stage Play	1	1321
Average	4	

Non Attendees rarely listen to arts programming on the radio. Only one in ten cites listening jazz or classical music during the past year.

ARTS PROGRAMMING WATCHED ON TELEVISION IN THE LAST TWELVE MONTHS
Non Arts Attendees

Discipline	Watch On TV %	BASE
Jazz Prgrm/Performance	9	1321
Classical Music	12	1321
Opera	6	1321
Musical Play/Operetta	9	1321
Non Musical Stage Play	10	1321
Ballet	7	1321
Visual Arts	16	1321
Average	9	

Few Non Attendees watched any type of arts programming on television during the past year.

ARTS PROGRAMMING LISTENED TO ON RECORDS/TAPES IN THE LAST 12 MOS
Non Arts Attendees

Discipline	Listen To Rcd /Tapes %	BASE
Jazz Prgrm/Performance	9	1321
Classical Music	9	1321
Opera	2	1321
Musical Play/Operetta	2	1321
Average	5	

Few Non Attendees listened to any of the kinds of music rated.

DEMOGRAPHICS

GENDER
1985 Respondents

	Attend Music Thtr	Attend Opera	Non Attend MT/O	Non Attend Opera	Non Attend Arts
BASES	2394	376	2893	4902	8387
Male	41 %	43 %	49 %	46 %	48 %
Female	59	57	51	54	52

Musical Theater and Operetta Attendees are slightly more likely to be men than attendees of other arts activities. Opera Attendees are slightly more likely to be women than the attendees of other arts activities. Both Musical Theater and Operetta as well as Opera Attendees are slightly more likely to be women than those who do not attend the arts.

AGE
1985 Respondents

BASES	Attend Music Thtr 2394	Attend Opera 376	Non Attend MT/O 2893	Non Attend Opera 4902	Non Attend Arts 8387
18-24	15 %	11 %	18 %	17 %	16 %
25-34	23	19	29	27	22
35-44	22	25	19	20	17
45-54	16	18	13	14	13
55-64	14	14	10	11	14
65-74	8	10	7	7	11
75 or Older	3	3	4	3	7

Musical Theater and Operetta Attendees are somewhat younger than Non Attendees, with a larger proportion 35-54 years old and smaller proportion older. Opera Attendees are somewhat older than Non Attendees, with a smaller proportion under 35 and a larger proportion 35-54.

RACE
1985 Respondents

BASES	Attend Music Thtr 2394	Attend Opera 376	Non Attend MT/O 2893	Non Attend Opera 4902	Non Attend Arts 8387
White	93 %	91 %	89 %	91 %	85 %
Black	5	6	9	8	13
Other	1	3	2	2	2

The racial composition of arts attendees favors whites as compared to the racial composition of Non Attendees.

OCCUPATION
1985 Respondents

BASES	Attend Music Thtr 2394	Attend Opera 4447	Non Attend MT/O 2893	Non Attend Opera 4902	Non Attend Arts 8387
Professional	19 %	27 %	18 %	17 %	6 %
Managerial	14	17	11	12	5
Sales/Clerical	25	20	24	23	17
Craftsman	4	4	8	6	10
Operative	4	2	7	5	11
Laborer	1	1	3	2	4
Service Worker	7	5	10	8	11
Farmer	1	1	1	1	3
Armed Forces	0	1	1	1	0
Not Working/Retired	7	8	0	8	14
Housewife	13	11	15	14	19
Student	3	3	3	2	2

RE-PERCENTAGED TO SHOW THOSE WITH A RESPONSE.

Arts Attendees are most likely to hold professional, managerial, sales/clerical jobs or to work as a housewife. Non Attendees are most likely to work in a range of jobs although they are less likely to describe them as professional or managerial.

MARITAL STATUS
1985 Respondents

BASES	Attend Music Thtr 2394	Attend Opera 4447	Non Attend MT/O 2893	Non Attend Opera 4902	Non Attend Arts 8387
Married	62 %	59 %	59 %	61 %	63 %
Widowed	5	5	5	5	9
Divorced	7	7	8	7	7
Separated	2	3	3	3	3
Never Married	23	26	26	25	18
DK/NA	0	0	0	0	0

Arts attendees are somewhat more likely to be single/never married and less likely to be widowed than Non Attendees.

EDUCATION LEVEL
1985 Respondents

Last Grade Completed	Attend Music Thtr	Attend Opera	Non Attend MT/O	Non Attend Opera	Non Attend Arts
BASES	2394	376	2893	4902	8387
No High School	2 %	1 %	3 %	3 %	16 %
Some High School	5	4	8	7	18
High School Grad	26	15	30	30	40
Some College	29	23	29	29	17
College Grad	20	24	16	17	5
Post Grad	19	32	14	15	3
No Answer	0	0	0	0	0

Opera Attendees are best educated, with the vast majority having completed some college and a third post graduate studies. Musical Theater Attendees are also well educated; nearly seven in ten have completed at least some college, as compared to six in ten of those who attend other arts activities. Few Non Attendees have completed comparable levels of education.

AVERAGE NUMBER OF HOURS WORKED LAST WEEK
1985 Respondents

BASES	Attend Music Thtr 2394	Attend Opera 376	Non Attend MT/O 2893	Non Attend Opera 4902	Non Attend Arts 8387
Did Not Work Last Week	33 %	32 %	35 %	34 %	41 %
1-29 Hours	12	10	11	12	8
30-39 Hours	8	8	8	8	8
40 Hours	25	24	23	24	23
41-49 Hours Per Week	6	6	7	7	6
50 or More	15	19	14	14	10
No Answer	2	2	2	2	4

Arts attendees are more likely to have worked during the past week than Non Attendees. Non Attendees are slightly less likely to have worked a partial week (under 40 hours) or to have worked 50 or more hours.

OCCUPATION
1985 Respondents

BASES	Attend Music Thtr 2394	Attend Opera 4447	Non Attend MT/O 2893	Non Attend Opera 4902	Non Attend Arts 8387
Professional	19 %	27 %	18 %	17 %	6 %
Managerial	14	17	11	12	5
Sales/Clerical	25	20	24	23	17
Craftsman	4	4	8	6	10
Operative	4	2	7	5	11
Laborer	1	1	3	2	4
Service Worker	7	5	10	8	11
Farmer	1	1	1	1	3
Armed Forces	0	1	1	1	0
Not Working/Retired	7	8	0	8	14
Housewife	13	11	15	14	19
Student	3	3	3	2	2

RE-PERCENTAGED TO SHOW THOSE WITH A RESPONSE.

Arts Attendees are most likely to hold professional, managerial, sales/clerical jobs or to work as a housewife. Non Attendees are most likely to work in a range of jobs although they are less likely to describe them as professional or managerial.

FAMILY INCOME
1985 Respondents

	Attend Music Thtr	Attend Opera	Non Attend MT/O	Non Attend Opera	Non Attend Arts
BASES	2394	376	2893	4902	8387
Less than $3,000	3 %	5 %	4 %	3 %	4 %
3-4,999	1	2	4	2	5
$5-5,999	1	2	2	1	3
$6-7,499	2	1	4	2	5
$7,500-9,999	2	2	6	4	6
$10-11,999	3	2	5	3	6
$12-14,999	6	5	10	6	10
$15-19,999	8	6	16	10	13
$20-24,999	8	10	17	10	11
$25-49,999	37	30	0	35	24
$50,000 or More	19	26	20	15	4
No Answer	9	9	12	9	10

Musical Theater and Operetta Attendees as well as Opera Attendees are much more likely than other arts attendees to have family income of $25,000 or greater. Those who attend arts other than musical theater are less likely than Non Attendees to have such an income.